

V O G U E

INCORPORATING
VANITY FAIR

ALL-SUMMER
FASHIONS—
NEW IN THE SHOPS

THE HORMONE-BEAUTY
STORY

NEW
WIDE COIFFURES

ADVANCE
RETAIL
TRADE
EDITION

SPECIAL FEATURES:

DIOR'S COUNTRY HOUSE

BEATON'S
PHOTOBIOGRAPHY

JUNE 1951

50 CENTS

© CNP, INC.



VOGUE

JUNE TRADE EDITION

**Adopt June Vogue's beauty
and fashion news as
the promotional theme to sell your own stocks
of beauty preparations
and summer fashions.**

SUMMER BEAUTY NEWS

"New and Wide: the Bouffant Coiffure"
(pages 54-57)

"The Hormone-Beauty Story" (pages 58-59)

"Beauty Colours More and Mixed"
(pages 60-61)

The new interest in mixing pinks and reds extends from fashions to un-matched lips and nails. More news: brighter colours in eye make-up; the revival of powdered rouge with tanned complexions; bright tints for the hair.

"Eye-shadow Shades—Sunglasses"
(pages 102-103) Emphasis on eye-shadow as "deliberate artifice"; the focal colour point of summer fashions and the newly important summer accessory, sunglasses.

"Beauty Serial—on Location"

(pages 62-67) "Combine beach leisure with beauty routines". June Vogue illustrates the application of beauty preparations at the beach and shows new bathing suit designs. Both are ideas which can help sell your own beach wear and cosmetic stocks.

"WEEK END ON THE NEW SUPER CHIEF"

(pages 78-83)

Fashion and accessory requirements for a new kind of luxury train trip: more varied wardrobe changes, luggage, accessories. Plus, the continuation of the holiday: "IN CALIFORNIA—LIGHT COATS, BATHING SUITS" (pages 84-85).

QUOTE VOGUE AND SELL

these fashion points from the

JUNE ISSUE

in advertising, displays, and sales training

MORE IDEAS

"The Short White Sheath: Summer Evening News"
(pages 68-69)

"All-Day Shantungs: Two Shades to a Costume"
(pages 70-71)

"The Pointed Shoe: The Paler Stocking"
(pages 112-113)

"Leading Answers to Summer—City Dresses"
(pages 98-101)

"Answers to Three Kinds of Evenings"
(pages 104-105)

SEE "VOGUE SAYS" QUOTES ON PAGE 4, THIS TRADE EDITION

COPYRIGHT 1951, THE CONDÉ NAST PUBLICATIONS INC. PRINTED IN U. S. A.

VOGUE IS PUBLISHED SEMI-MONTHLY, EXCEPT FOR THE MONTHS OF JANUARY, JUNE, JULY AND DECEMBER, WHEN IT IS PUBLISHED MONTHLY, BY THE CONDÉ NAST PUBLICATIONS INC., BOSTON POST ROAD, GREENWICH, CONNECTICUT. EDITORIAL AND ADVERTISING OFFICES: 420 LEXINGTON AVENUE, NEW YORK 17, N. Y. ENTERED AS SECOND-CLASS MATTER AT THE POST OFFICE AT GREENWICH, CONNECTICUT, UNDER THE ACT OF MARCH 3, 1879. THE TRADE EDITION OF VOGUE IS AVAILABLE TO RETAILERS AND MANUFACTURERS OF WOMEN'S READY-TO-WEAR APPAREL AND ACCESSORIES BY SUBSCRIPTION PLACED DIRECT WITH THE PUBLISHER.

TRADE EDITION SUBSCRIPTION RATES:
\$10.00 FOR 2 YEARS, \$6.00 FOR 1 YEAR
TO POINTS OUTSIDE CANADA, U. S. A. AND POSSESSIONS:
\$15.00 PER YEAR

ADDRESS TRADE DEPARTMENT, GREENWICH, CONNECTICUT, FOR QUANTITY RATES
VOGUE, JUNE, 1951, VOL. 117, NO. 10

THE close relation between summer beauty care and summer fashions suggests a sound basis for a beauty-fashion show of *cosmetics and clothes* which Vogue believes could be a promotional spark for every store in early June. The customer who tries on a sleeveless, low-neckline sheath, a bathing suit, or a bare-back halter and shorts views herself in the fitting room with a critical eye. Beauty requisites such as a pretty throatline, smooth arms and legs, or pedicured toes which may have gone comfortably camouflaged during other seasons of the year suddenly become a matter of personal pride. Hatless days in the country or on the beach bring hair into the open. And the wide variety of summer fashion colours, from intense to pastel, need special cosmetic complements just as they require a new wardrobe of accessories.

Most important of all, *fashions in beauty* change with the same refreshing regularity as fashions in dress, and this is the news your customers want your store to explain and demonstrate. On these pages, Vogue discusses ways to make "Summer Beauty" a visual idea on the fashion show runway.

PLANNING YOUR SHOW

Your store's Fashion Director should hold a meeting with your cosmetic buyer and key ready-to-wear buyers to plan cosmetic-fashion *colour tie-ins*. (Important to include: the *mixture of pink and red* in cosmetics and clothes, first reported in May 15 Vogue and again in this June issue.) Discuss the *current colour promotions* of every cosmetic brand you sell, to capitalize on the impact of the national advertising they are running.

Plan to include *new care products* (sun-tan oils, depilatories, hair tints or rinses, lubricating creams) which have been developed for this-summer selling.

Work in *cosmetics containing hormones* as beneficial for the mature skin (required reading: "The Hormone-Beauty Story" in this issue of Vogue).

If your store does not have a beauty salon, arrange to have your *models' coiffures* done by the leading hair stylist in your city, then talk about the shampoos, pomades, tonics and rinses which you sell that contribute to glossy, vital hair beauty.

(Have one model wear the new, wide "bouffant" coiffure featured on pages 54 to 57 in this issue of Vogue.)

Choose your models for *varying ages* (from young to "Mrs. Exeter" types) and *hair colourings* (i.e., a blonde, a titian, a brunette, a grey-haired older woman). Remember that mannequins under spotlights require heavier applications of make-up colours in order to make the illustrations clear to the audience.

Arrange for *brand name displays* of new lipsticks, nail polishes, foundation creams or lotions, eye make-up, powder colours, perfumes and colognes at the entrance to your fashion show auditorium, or in wall niches around the room itself.

Publicize your coming beauty-fashion show on tea room and beauty salon tent cards, in fitting rooms and elevators, in cosmetic and fashion departments, and in window displays and fashion/beauty advertisements.

DISPLAY MATERIAL: "Vogue Says" quote cards (to order, without charge, from page 4, this Trade Edition) and mounted pages from this June Vogue. In addition, do large placards of colour-swatched cosmetic schemes (lipstick, nail polish, eye make-up, foundation and powder colours) keyed to each costume you show on the runway. Feature the brand name prominently on each card. Use these on an easel as part of the fashion show commentary.

"SUMMER BEAUTY"

SCENE 1:

THE START OF THE DAY

Open your beauty-fashion show with a group of models made-up and dressed for their morning activities. Describe one as a typical career girl, another as a young matron about to drive her husband to the train, a third as a school girl on vacation off for a morning of tennis, still another as a young woman on holiday at a resort. Use this theme to bring in a *variety of fashions*: for the business girl, a dark cotton or silk dress with jacket; for the young matron, a cool linen or cotton dress suitable for local marketing; for the tennis player, a t-shirt and shorts or a brief tennis dress; and for the resort vacationer, a sun dress, golf dress or sightseeing costume. Point up the *varying cosmetic needs* of each type: day-long make-up for the girl with a job; neat, light make-up for the housewife; bright lipstick and pink nail polish plus sun-tan oil for the tennis player or the resort visitor. Mention the light, daytime *fragrances* in cologne, toilet water or perfume that each has chosen. Talk about simple daytime *coiffures* and hair-care aids that have contributed to their beauty. Discuss *good-grooming products* such as different kinds of deodorants, depilatories, smooth-skin lotions or creams that contribute to the total care.

... FASHION SHOW THEME

SCENE 2: THE CHANGE BEFORE LUNCHEON

The young matron, the tennis player and the vacationer in your fashion show have special plans that require a change-of-face and fashion before noon. The matron might be going to a country club luncheon, or to a friend's home for an afternoon of Canasta. She will have replaced her morning make-up with more intensive cosmetics (and this is the summer of the brightly-coloured face) keyed to the costume she is wearing. (To bring in additional fashions, introduce her hostess of the afternoon.) The school girl and two of her older friends are taking their lunch baskets to the beach where they will swim and sun all afternoon. Start them off in gay summer cottons, then show them later in their bathing suits. (Important contents of their wicker or cloth beach bags: *care cosmetics* to use "on location", manicure sets, sun oils, eye pads, shampoos, setting lotions, pumice stones . . . following June Vogue's advice on combining beach leisure with beauty routines, see pages 62-67.) The resort visitor has been invited to drive to a famous summer hotel for luncheon, to be followed by a shopping expedition in local antique shops. She has based her colour scheme on "eye-shadow shades" (see pages 102-103 this issue of *Vogue*) . . . matching her eye make-up, sunglasses and costume colour. Here, again, is your opportunity to show many of your store's summer fashions for day wear, as well as bathing suits, beach hats, beach robes and brightly-coloured bath towels . . . important beach accessory.

SCENE 3: FROM FIVE O'CLOCK ON

Now for the varied activities of a summer evening. The business girl, refreshed by a cool tub and home facial, changes into a short white cotton dinner sheath (see pages 68 and 69, this issue) and is ready to have dinner and dance at a hotel roof garden. (The commentator tells about scented bath oils, colognes, eye pads, cleansing creams and masques that have contributed to her evening beauty.) Her make-up is much stronger than what she wore in Scene One, with particular attention to eyes and lipstick, and she has applied rouge really to show.

The young matron and her husband are attending a cocktail party at the yacht club, and she has chosen a silk Shantung or white piqué dress with bare arms and scoop neck. Her make-up has been carefully applied to flatter not only her face but her neck and arms. The school girl is going to a square dance and has paid special attention to her hair style, a light powder base, and a clear pink lipstick. She also is wearing a perfume especially suited to her age. The young woman on vacation has been asked to a summer theatre and will join the dancers at a hotel terrace later in the evening, so she is wearing a full-length organdie dinner dress and the same intense make-up favoured by the business girl.

SUMMATION: BEAUTY 'ROUND THE CLOCK

As a final scene, you may wish to show all your models wearing summer negligees and talk about the end-of-the-day care they give to skin and hair before retiring. This will give you an opportunity to talk about special nutritive creams, cleansing creams, skin tonics, blemish preparations and hair brushing.

The ideas on these pages are merely a suggestion; you may wish to expand on some and eliminate others. But *Vogue* does believe that there is a wealth of material to work from, and that both your cosmetic and fashion sales will benefit by planning this kind of beauty-fashion show.

For additional copies of these pages to use in planning your beauty-fashion show, please write: VOGUE MERCHANDISING SERVICE, 420 Lexington Avenue, N. Y. 17, N. Y.

TO SELL FASHION, QUOTE

VOGUE

YOUR
RELEASE DATE:
JUNE 1ST

Use these quotations in your advertising and/or on window or departmental cards

THESE "VOGUE SAYS" CARDS MAY BE ORDERED WITHOUT CHARGE

a. on 16" x 20" unmounted display sheets b. on 12" x 15" unmounted display sheets c. on 5" x 7" tent cards for counters

Check the number and type of each card wanted and return this coupon to us, please (6/1)

VOGUE SAYS: "New wide coiffures—bouffant"
 a b c

VOGUE SAYS: "Wonderful look—a sleek maillot,
a coat of sun"
 a b c

VOGUE SAYS: "Combine beach leisure with
beauty routines"
 a b c

VOGUE SAYS: "Eye-shadow colours—
for eyes, sunglasses, fashions"
 a b c

VOGUE SAYS: "Slip-into negligees—
cool and uncomplicated"
 a b c

VOGUE SAYS: "For a week end on the train,
include a dinner dress"
 a b c

VOGUE SAYS: "New kind of holiday—
week end on the train"
 a b c

VOGUE SAYS: "June fashion news to wear
all summer"
 a b c

VOGUE SAYS: "New colour idea—
pink mouth, red nails"
 a b c

VOGUE SAYS: "Beauty colours—more and mixed"
 a b c

NAME _____

STORE NAME _____

STREET _____

CITY _____ STATE _____

Vogue Merchandising Service, 420 Lexington Avenue, New York 17, N. Y.

To sell the fashion of beauty

NEW HAIR SILHOUETTE, COLOUR

VOGUE SAYS: "The wide coiffure—extravagant ornament"
VOGUE SAYS: "The bouffant coiffure—endlessly wearable"
VOGUE SAYS: "Try a gold or silver hair streak—or a whole new colour"

EYE-SHADOW, SUNGLASSES

VOGUE SAYS: "Sunglasses in eye-shadow shades"
VOGUE SAYS: "Bright eye-shadow—pretty protection on the beach"
VOGUE SAYS: "Eye-shadow shades—summer colour point"
VOGUE SAYS: "Intense eye-shadow—deliberate artifice"
VOGUE SAYS: "New sunglasses—key colour accessory"
VOGUE SAYS: "Sunglasses chosen for colour"

PINK AND RED COSMETICS, FASHIONS

VOGUE SAYS: "Summer ball dress in tones of pink and red"
VOGUE SAYS: "Pink and red dress—frank and riotous colours"
VOGUE SAYS: "Pink and red—brilliantly mixed"
VOGUE SAYS: "Vivid pink, bright red—one for lips, one for nails"
VOGUE SAYS: "Powdered rouge—wonderful over a sun tan"

BEAUTY CARE, COSMETICS

VOGUE SAYS: "Eye-pads, lotion-soaked—sun protection"
VOGUE SAYS: "Waterproof mascara, opaque eye-shadow—sun protection"
VOGUE SAYS: "Tanning oil—for a coat of sun"
VOGUE SAYS: "Antiparch cream after your beach shampoo"
VOGUE SAYS: "Pumice—for smoothness on the beach"

To sell the fashion of bathing suits, beach wear

VOGUE SAYS: "The fitted bathing suit over a well-cut bra"
VOGUE SAYS: "The wrap-around bathing sheath"
VOGUE SAYS: "Shirred jersey bathing suit—beauty lesson"
VOGUE SAYS: "The ball-dress idea in bathing suits"
VOGUE SAYS: "Pink suits—beach news"
VOGUE SAYS: "White bathing suit with a sun tan—milk and honey"
VOGUE SAYS: "Three-piece bathing suit—pants, bra, coat"

VOGUE SAYS: "A striped rebozo—wonderful for the beach"

VOGUE SAYS: "Beach hat—a walking umbrella"

To sell summer travel fashions

VOGUE SAYS: "Travel suit—crisp grey, white accents"
VOGUE SAYS: "Travel dinner dress—short, airy"
VOGUE SAYS: "Dress and capelet—good for traveling"
VOGUE SAYS: "The fleece shortcoat—to take on a holiday"
VOGUE SAYS: "Alligator handbag—traveling accessory"
VOGUE SAYS: "The leather beauty case—to travel with"
VOGUE SAYS: "The silken, packable traveling robe"
VOGUE SAYS: "Soft lounging slippers—to pack"

To sell summer fashions for day, late-day, evening

VOGUE SAYS: "Shirtwaist dress—softened for summer"
VOGUE SAYS: "Blue denim dress—summer staple"
VOGUE SAYS: "Silk Shantung for city summers"
VOGUE SAYS: "Coat-and-dress—workable arrangement"
VOGUE SAYS: "The coat-and-dress in cousin colours"
VOGUE SAYS: "Palely etched organdie—airy notion"
VOGUE SAYS: "Short dress for long evenings"
VOGUE SAYS: "Summer evening dress—just above the ankle"
VOGUE SAYS: "Evening white—fashion and refreshment"
VOGUE SAYS: "White cotton lace—to be danced in"
VOGUE SAYS: "Short evening dress—sharp-lined, unfluffy"

To sell the fashion of shoes, stockings, accessories

VOGUE SAYS: "New shoe direction—tapered, slender, slight"
VOGUE SAYS: "New step—the pointed shoe"
VOGUE SAYS: "The paler stocking—a smooth mist"
VOGUE SAYS: "Dull finish stockings—cosmetic effect"
VOGUE SAYS: "This-summer pearls—big pretenders"
VOGUE SAYS: "White bead earrings—summer staple"

To sell the fashion of summer negligees

VOGUE SAYS: "At-home coats—cool against the skin"
VOGUE SAYS: "Cool summer negligee—no sleeves, deep neckline"
VOGUE SAYS: "Red and white negligee—the peppermint idea"



CAPRICE

is the word for our storybook-heroine Dance Dress... a cloud of white
self-appliqued embroidered Swiss Organdy... bodice and butterfly-bow of Alice blue
silk taffeta. From our collection of Bendel Originals for custom-order.

Henri
Bendel
10 WEST 57
NEW YORK 19 NY



That moment, so beautiful...

And what lovelier symbol of that never-to-be-forgotten moment than a ring of palladium—newest, and one of the rarest of the precious jewelry metals?

Palladium is all-precious, and its beautiful white color enhances the appearance of diamonds.

Palladium is strong and wear-resistant—holds each diamond firmly, protectively... a perfect setting.

See palladium creations at your jeweler. Or write us for a nearby source. A booklet telling the interesting story of palladium is available on request.



Palladium

NEWEST OF THE PRECIOUS JEWELRY METALS

PLATINUM METALS DIVISION • THE INTERNATIONAL NICKEL COMPANY, INC., 67 Wall Street, New York 5, N. Y.



It's YOU who's most important—

the "forbidden" perfume by *Dana*



Palter DeLiso

the mark of couturier shoes

seen in the making

the coolest

blackest

laciest

summer

suedes



CONTOUR created by Towle for today's living . . .

A fine new Sterling pattern made by TOWLE for the emerging American way of life.

Serene and elegant, CONTOUR is a "classic" at home with fine things
of all periods. Beautiful in the hand, beautiful in motion —

CONTOUR, a pattern in solid silver that is free,

unruffled, and at ease.



TOWLE
STERLING

MADE IN U.S.A.

Lifting Luxury to New Heights



The **Monarch**

Overnight New York to London, Non-Stop



So Many Extras—At No Extra Fare
—A Royal Welcome awaits you the moment you board your MONARCH double-decker Stratocruiser . . . stroll about in roomy comfort . . . enjoy the distinguished Sky Lounge . . .

Service Fit For a King or Queen—3 stewards and a stewardess attend your every want. The bar is well-stocked. A seven-course dinner—with cocktail or apéritif, wine including champagne, and liqueurs—all complimentary!

Breakfast in bed—Full-size sleeper berths are available, at slight extra charge . . . you may breakfast in the grand style, if you wish . . . Dressing rooms for gentlemen and ladies . . . B.O.A.C. takes good care of you!

For you with our compliments—This handsome Bond Street overnight bag. In addition, for milady, the Elizabeth Arden Beauty Kit, with 10 basic beauty aids . . . mementos of luxuries that are yours on The MONARCH.

FLY B·O·A·C

THE ONLY AIRLINE OPERATING DOUBLE-DECKER STRATOCRUISERS EXCLUSIVELY
ON EVERY NORTH ATLANTIC FLIGHT

BRITISH OVERSEAS AIRWAYS CORPORATION

For reservations, call your Travel Agent or B.O.A.C. in New York City, Washington, Chicago, Los Angeles, San Francisco and Miami

Sapphire and Diamond Clip

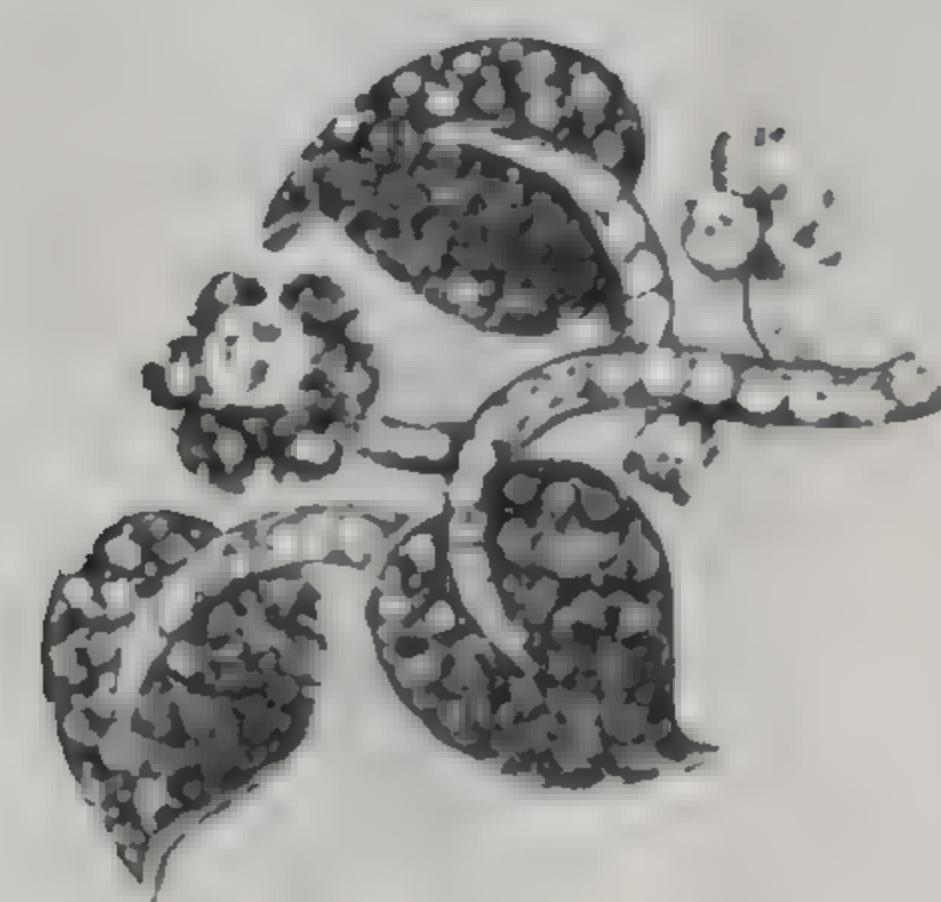
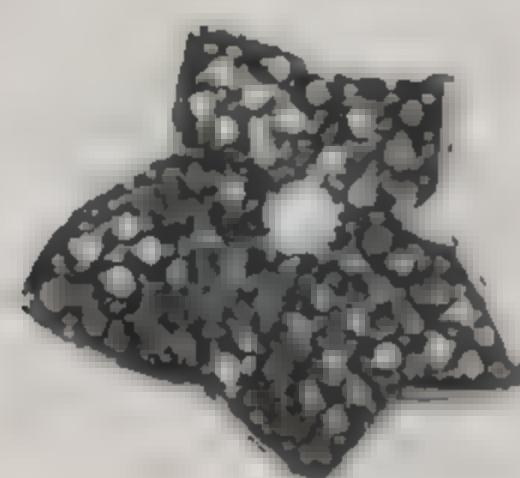


Springtime in Paris

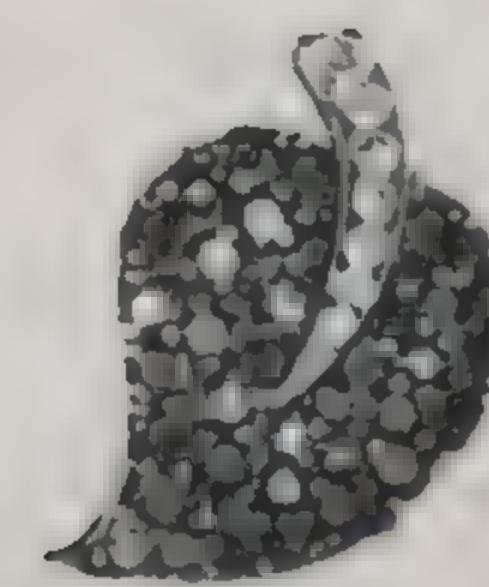
Diamond Clip



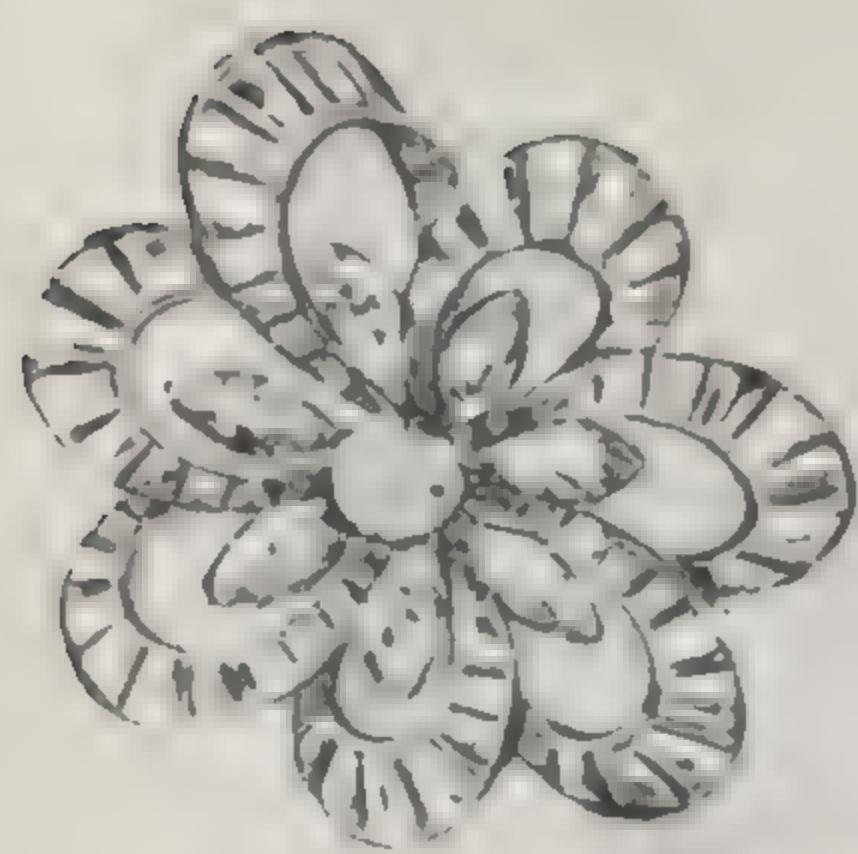
Sapphire and Diamond Ear Clips



Sapphire and Diamond Clip



Sapphire and Diamond Ear Clips



Diamond Clip

*We will bid on your precious
jewels or redesign them*

Van Cleef & Arpels

World Famous French Jewelers

744 FIFTH AVENUE, NEW YORK • HOUSTON • PALM BEACH • NEWPORT
PARIS • LONDON • MONTE CARLO • CANNES • DEAUVILLE



worth its weight in perfume

GOURIELLI'S NEW MOONLIGHT MIST is worth its weight in perfume. It has the fabulous cling of perfume. The same deep richness. The same true fragrance of fresh flowers. And it is blended and aged with all the skill that goes into perfume.

Actually MOONLIGHT MIST is a totally *new kind* of scent—much, much stronger than toilet water, and much less expensive than perfume. It is fresh and flowery and absolutely *enchanting*. All the best stores carry MOONLIGHT MIST—4 ounces for 3.50, 2 ounces for 2.50, dusting powder 3.00. For store names, write Gourielli, Inc., 16 East 55th Street, New York City. Prices plus tax



COSTUMES BY CHRISTIAN DIOR—NEW YORK PHOTOGRAPH BY JOHN RAWLINGS

THE TIME: 6 P.M., any night. THE PLACE: Grand Central Terminal, New York. THE STAR: you, stepping from the crimson carpet to the magic carpet that is the famous 20th Century Limited. It's the New York Central's luxury hotel on wheels, your overnight vacation between New York and Chicago, first night on your coast-to-coast week end.

NEW YORK CENTRAL
The Water Level Route—You Can Sleep



COAST-TO-COAST WEEK END:

**FIRST NIGHT ON
AMERICA'S FIRST TRAIN**

A Coast to Coast Holiday

Be pampered every mile of the way!

*Enjoy the Turquoise Room—the only
private dining room on rails...*

*The Pleasure Dome—"top of the Super,
next to the stars" ...The smoother-riding cars—
all room and room-suite accommodations,*



Super-*coach*



*A new
world standard
in travel*

Now in daily service

between Chicago and Los Angeles.

*Just see your local ticket
or travel agent for reservations.*





*Jerlida jersey
and taffeta
Shantung dress
by Mollie Parnis*

*Linen suit
by Harry Frechtel*

AMERICA'S BEST-DRESSED TRAINS FOLLOW GENERAL MOTORS LOCOMOTIVES

Part of the delight of your coast-to-coast holiday is the luxurious ride you get on modern streamlined trains—such as on the Santa Fe "Super Chief" and the New York Central "Twentieth Century Limited."

The joys of travel behind General Motors Diesel locomotives are available on these trains and many others from coast to coast, and from Canada to the Gulf.

They include cinder-free travel, spotlessly clean and comfortable interiors, smooth starts and stops, minimum sidesway and on-time arrival.

In addition, you will enjoy a host of other delightful comforts, conveniences and downright pleasures that the railroads now are able to bring you as a result of the many economies of GM Diescl operation.



ELECTRO-MOTIVE DIVISION General Motors • La Grange, Ill. *Home of the Diesel Locomotive*
In Canada: General Motors Diesel, Ltd., London, Ontario

The Legendary Charm of the Turquoise



Linked with the oldest legends of the Southwest,
the turquoise inspired the gem-bright beauty of the new
Super Chief's Turquoise Room, created for the Santa Fe in
Pullman-Standard's own Color and Design Studio
... an "Artists' Corner" in a car works!

But when it is your good fortune to ride the Super Chief,
you will find more than beauty.

You will find the fundamental quality that
Pullman-Standard builds into America's most famous streamlined
trains... for your greater safety, comfort,
and pleasure in traveling by rail.

Pullman - Standard

CAR MANUFACTURING COMPANY

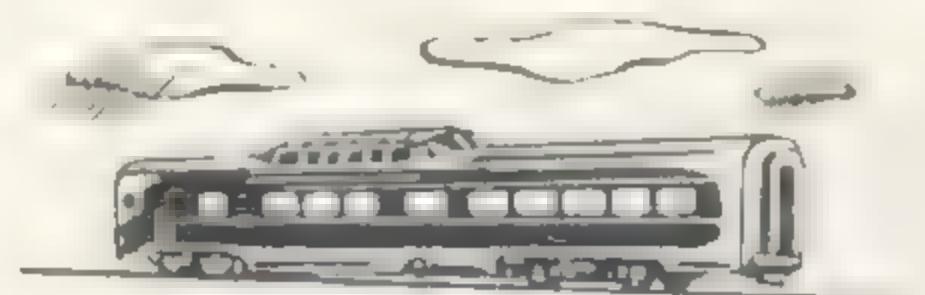
CHICAGO • NEW YORK • CLEVELAND • WASHINGTON, D.C. • PITTSBURGH
BIRMINGHAM • SAN FRANCISCO



The only private dining room on rails! Turquoise, silver, and gold are color accents of the Turquoise Room.



Beneath the Super Chief's Pleasure Dome is this smart cocktail lounge, in Southwest motifs of red and gray.



**WORLD'S FOREMOST BUILDER OF STREAMLINED
PASSENGER CARS**

For the most fashionable
train...
trip...
and traveller

Hartmann

SKYMATE LUGGAGE

Travel in fabulous fashion
...with this new kind of luggage.
As exciting as a
"Coast-to-Coast Holiday"

Hartmann Skymate Luggage is more spacious, lighter, stronger than any other luggage of comparable size. In efficiency the Skymate is *beyond compare!* Men's suits, women's dresses...the most fragile evening fashions...travel without a wrinkle. No other luggage makes "living out of a suitcase" so completely enjoyable.

Choose from a wide and wonderful selection of coverings. Find the perfect Skymate for your every travel need. And as your needs grow, add piece by piece to your ensemble.

Skymate models for both men and women, with prices from \$45 plus existing tax. Write for the name of your nearest Hartmann Retailer.

Skymates shown are from Series 815 in Buckskin tan canvas. Ducord: The Tourobe, a wardrobe trunk in miniature for both men and women, Men's Aerobe two-suitcase, Women's Mayfair wardrobe, and the Poudre Case for cosmetics.



HARTMANN COMPANY • RACINE, WISCONSIN



NAVY...NEW RIPPLE ROUND TOWN



BONWIT
TELLER

coat/dress

in red-lined rippled rayon taffeta

by Mollie Parnis 89.95

New York Chicago Boston White Plains

Slip into Fashion with *Seamprufe*

FOR FASHION FIT

Snug, secure and smooth 'neath
Tina Leser's wonderful waffle pique.

In White, Veil Pink, Heavenly Blue,

Jonquil, Black, Navy. About \$4.

©1951, Seamprufe, Fifth Avenue.

Slips • Gowns • Petticoats •

Pajamas • Stockings

"The Whistle Stopper . . . on your Coast to Coast Holiday"
VOGUE incorporating Vanity Fair

For those who care enough
to look their best...



dry, unruly hair regains
its soft, sparkling loveliness
with this easy-to-apply
hair dressing that restores
shimmering highlights and
obedience to the coiffure...
leading hair stylists
use it... recommend it for
home use between shampoos

Charmers fine cosmetics are sold!

Dusharme

PRODUCTS, INC. MINNEAPOLIS 15, MINNESOTA



Says...
Esther Williams

"Here's the perfect suit for real swimmers...the best I've ever worn. It will really do something for your form—in or out of the water."

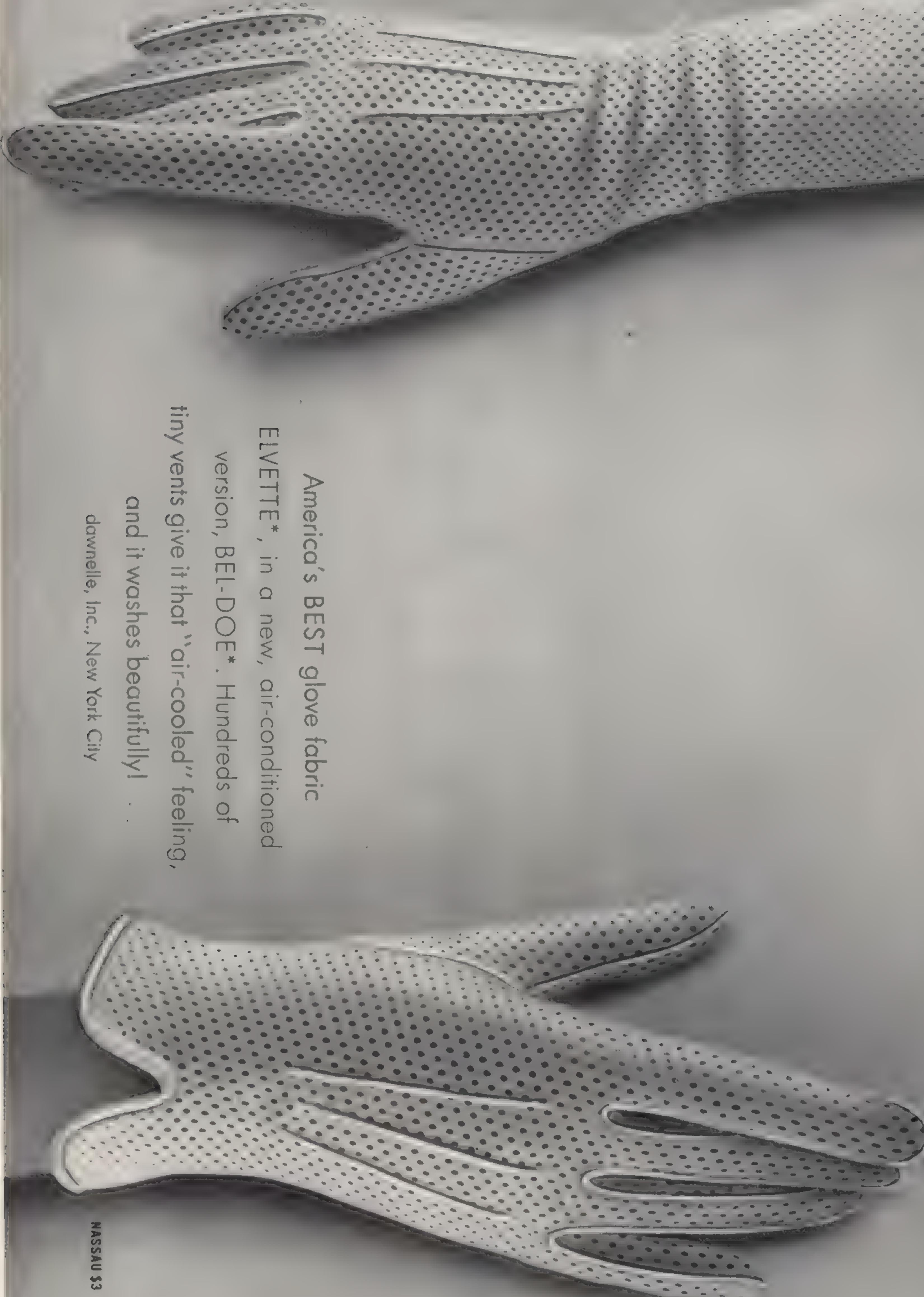
*Cole of California's
Esther Williams Swimsuit*

Created by Cole designer, Margit Fellegi.
Now in NYLON—\$17.95.





BERMUDA \$3.50



America's **BEST** glove fabric
ELVETTE*, in a new, air-conditioned
version, BEL-DOE*. Hundreds of
tiny vents give it that "air-cooled" feeling,
and it washes beautifully!

dawne, Inc., New York City

NASSAU \$3

dawne

TRADE MARK

EAST... WEST...



for a perfectly beautiful time...



GOLDEN CHANCE COLOGNE

To complete the enchantment of the sun and the sea, impart this flattering, fragrant Ayer. During June you get a 4-ounce bottle of *Golden Chance Cologne* or *Sweet William* triple-strength perfume-cologne with gift atomizer, for price of cologne alone. *Golden Chance*, 1.75. *Sweet William*, 2.00.

SUN TAN LOTION...toast the body beautiful with this new, incredibly effective Sun Tan Lotion by Harriet Hubbard Ayer. Tames the sun absolutely, makes it your friendly agent instead of your burning foe. Waterproof, prevents burning from sunrise to sunset when used as directed. Not oily or sticky, yet permits tanning without painful sunburn or dryness. 1.25

HARRIET HUBBARD AYER

505 PARK AVENUE, NEW YORK 22

GOLDEN CHANCE DUSTING POWDER 1.25

LUXURIA CLEANSING CREAM 1.25

GOLDEN CHANCE COLOGNE STICK 1.25

LUXURIA SKIN LOTION 1.00

sun, sea and Ayer



AYER DRY 1.00

MINT ROSE LIPSTICK 1.25

SWEET WILLIAM COLOGNE STICK 1.25

all prices plus tax



MILLION DOLLAR HOLD-UP ! (*No Clues in Sight*)

For five years now Warner's designers have been scheming up the best-fitting cotton, satin, lace and elastic strapless bras in femaledom . . . streamlined them to do wonders for bare shoulders seeking sun or star gazing.

All are 3-Way-Sized in *cup, band* and *uplift* like these lovelies. From \$2.00 to \$10.00 at the nicest stores.

First time under the sun

Left: Warner's sensational, bone-and-wire strapless #2059. \$3.50. Cups are formed—not framed—with light flexible bones and supple wire. Like

no other strapless, its you-shaped bones at the cup-sides curve to *your* curves like your very skin . . . to expand easily with every move you make, every breath you take.

The lightly padded wire curves only to the cup top to keep you up top without altering your lovely lines. Flannelette band underlines ribline. Cool, Sanforized broadcloth and embroidered marquisette. Comes in a long line too.

Last word in a wire strapless

Right: Warner's new rubber-covered A'Lure wire strapless #1010. \$5.95. If you like an all-wired strapless, this one is as easy on you as you'll be on the eyes. Every inch of the hold-up wire is covered with a new, soft foam rubber. Flat, won't-show comfy cushions added where old-

fashioned wire bras have pressure points. Lacy, curvy cups are lined in nylon marquisette with taffeta "lifts." Backband is Warner's exclusive A'Lure elastic . . . never slips, breathes when you breathe. Comes in a long line too.

WARNER'S*
3-Way-Sized
Foundations and Bras

WORLD FAMOUS FOR LEGANT® • WARNERETTE® • STA-UP-TOP®
FREE-LIFT® • A'LURE® • *Reg. U. S. Pat. Off.
The Warner Brothers Co., New York 16, Chicago 6, San Francisco 8

RAYON RIPPLED SHEER

Whirl of dancing pleats by Ceil Chapman, in a mist-light fabric

with the true ripple of chiffon, made of Avisco Rayon

by Bloomsburg Mills. At Saks Fifth Avenue, all stores;

Ransohoff's, San Francisco; Dayton Co., Minneapolis;

Neiman-Marcus Co., Dallas.

Avisco[®]
RAYON

"Avisco" is the trademark for products of
American Viscose Corporation,
350 Fifth Avenue, New York 1, N.Y.



Todays Bride wears lovelier and brighter Diamonds

cut by **Multi**  *facet*

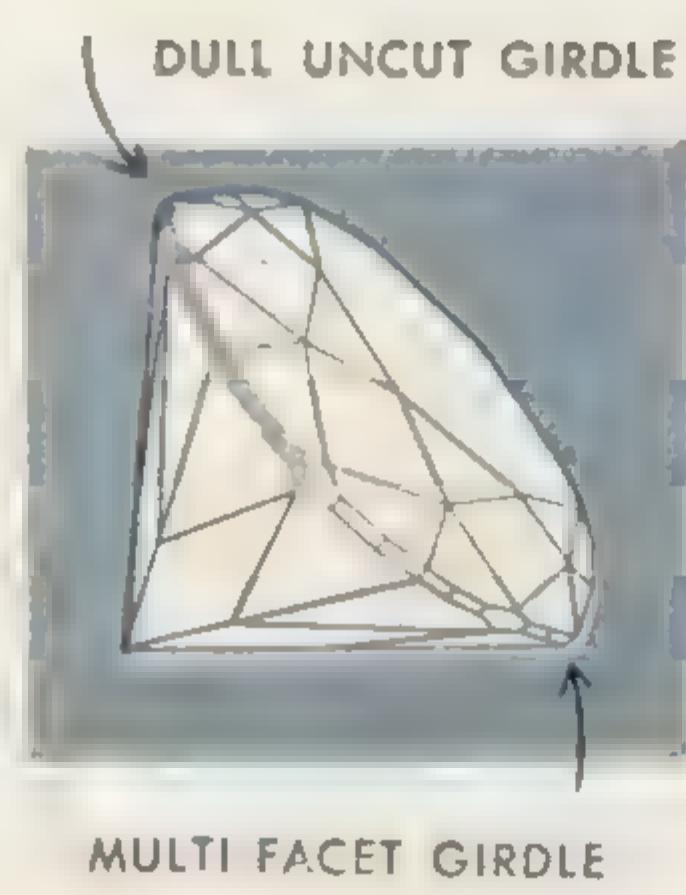
Ring setting by Rubel & Berthier, Inc.

New and startling cutting makes fine diamonds more brilliant, more beautiful and accentuates their size

The diamond is a sleeping beauty! Uncut, it is lifeless. It is only through faceting—cutting of tiny windows on the stone—that man has learned to release its brilliance.

Usual diamond has 58 facets but the girdle is left dull and uncut.

Now Multi-Facet, by its exclusive and patented process, cuts 40 extra facets strategically around the girdle of the stone—98 facets in all—allowing it to blaze in its fullest splendor.



Before you select a diamond, be sure to see the startling and wonderful new cutting that gives the diamond maximum brilliance, heightens its beauty and accentuates its size. Only fine white diamonds are selected by Multi-Facet for this exclusive new cutting which also makes possible stronger, safer setting and prevents chipping. Whether your ring is to cost \$100 or \$1000 or more, you will want this more magnificent diamond—made brighter and more beautiful by Multi-Facet. Sold only by franchised jewelers.

Ask your jeweler or write Multi-Facet, Dept. D, for "The Diamond Through History" . . . gives background on diamonds and explains in detail the new cutting by Multi-Facet.

THE MULTI-FACET COMPANY



666 FIFTH AVENUE, NEW YORK 19, NEW YORK

Only
by



Vanity Fair
Undergarments
of such perfection!

A camisole and
gartered panties,
of peerless nylon tricot
and handrun Alençon
nylon lace,
cleverly cut
to give slender
lines.

Because You Believe in Beauty...

"Richelieu"... regal loveliness
in enduring solid silver.
Deep, dramatic carving in
the Louis XIV tradition. \$32.00*



"Joan of Arc"... classic French
pattern, superb in line and
contour; every detail brought
to perfection. \$27.50*



"Queen's Lace"... exquisitely feminine,
its lacelike handle delicately
beaded, finished with a coronet
of tiny flowers. \$27.50*



Solid silver tea and coffee service with
the dramatic motifs of "Richelieu"...
another masterpiece created by
International's famous artisans.
\$3,550 (Federal tax included).

Sterling by International

Created in the great traditions of Early American silversmiths.
... in Connecticut since 1825

*Prices shown are for one 6-piece place setting (Federal tax included). Copyright 1951, The International Silver Company, Meriden, Conn.

BURG'S LINEN



Jacqueline
designed by WOHL

Finest Irish linen . . . sleekly shaped by Jacqueline in a new version of the classic opera! Low-throated in flattering new revelation, heeled in three heights to make you as tall as you choose . . . it's the one perfect shoe for every summer costume, every summer occasion!

Truly unusual in value at **8.95**

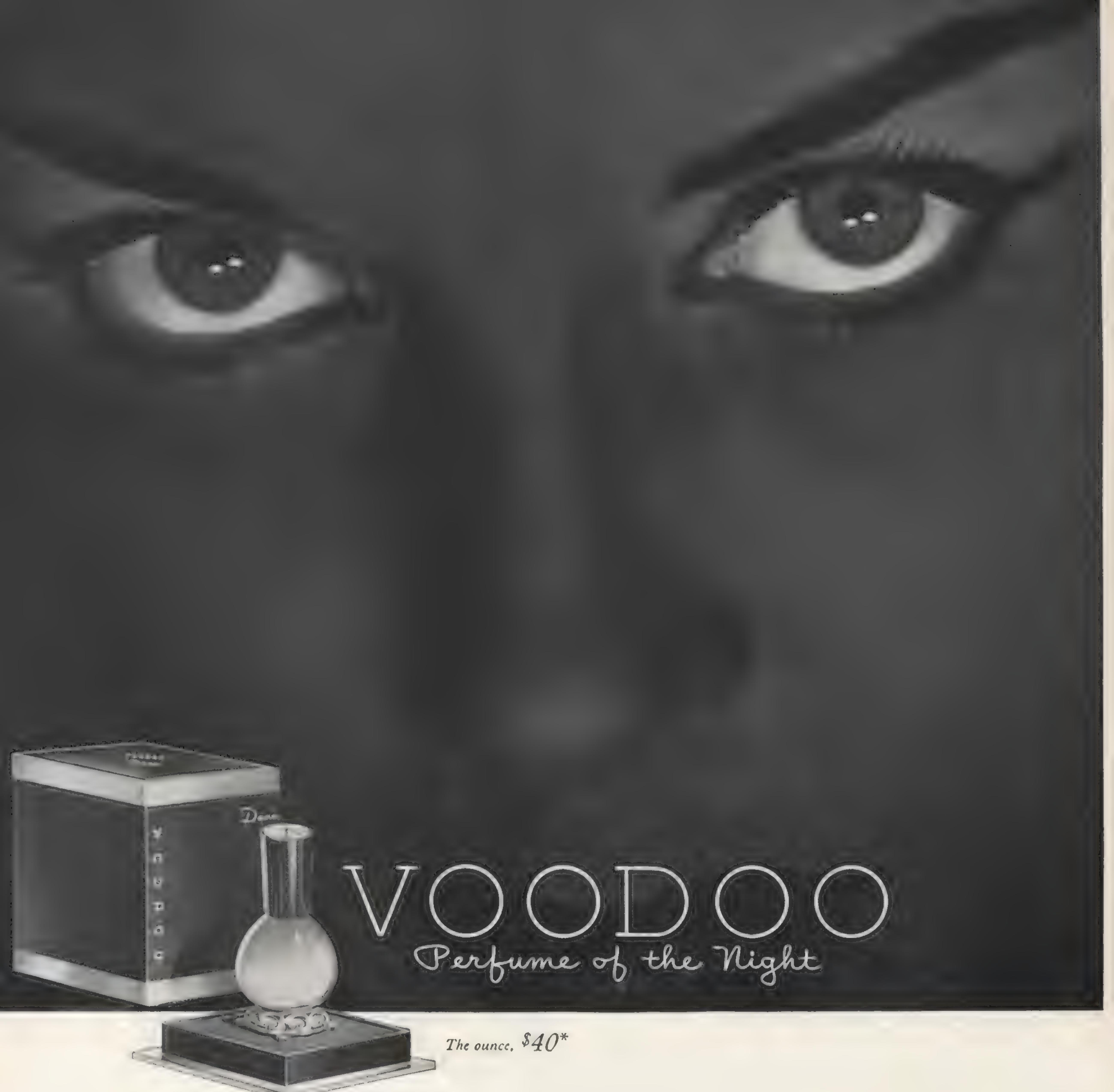
Other Jacqueline's, 9.95

Genuine Irish Linen by

A.S. BURG Co.
ASB
Co.



WOHL SHOE COMPANY • SAINT LOUIS, MISSOURI



Voodoo . . . rich, magnetic . . . deep in dignity
and steeped in splendor. To be worn with great poise by the sophisticate,
the world traveler.

*Tax Extra
Other sizes, \$22.50, \$12.50, \$6.50
The cologne, \$8.50 and \$5.00

Dance
PARIS • NEW YORK



rare jewels of the world

HARRY WINSTON, INC.

7 EAST 57TH STREET, NEW YORK

OWNERS AND CUTTERS OF THE TONKIN AND VARGAS DIAMONDS

VOGUE'S TRAVELOG

A Directory of Fine Hotels and Resorts

For further information about these listings write to **Vogue's Travelog**, Lexington Ave., N. Y. 17

Arizona

SANTA RITA HOTEL. 250 rms. Tucson's Social Ctr.; Western Hosp. & Atmosphere. Superb cuisine; famous Dance Bands, Polo, Golf. Nick Hall, Mgr.

California

CORONADO

HOTEL DEL CORONADO. Seashore Resort. Swim, golf, fish. Boating, tennis. Year 'round fun. Mexico 1/2 hour. Jai Alai, races. H. Ward, Managing Dir.

LOS ANGELES

CHAPMAN PARK HOTEL & Bungalow. On Wilshire Blvd. Pvt. pool, gardens, entertainment. Visit famous Zephyr Room. Phil C. Caldwell, Mgr.

Colorado

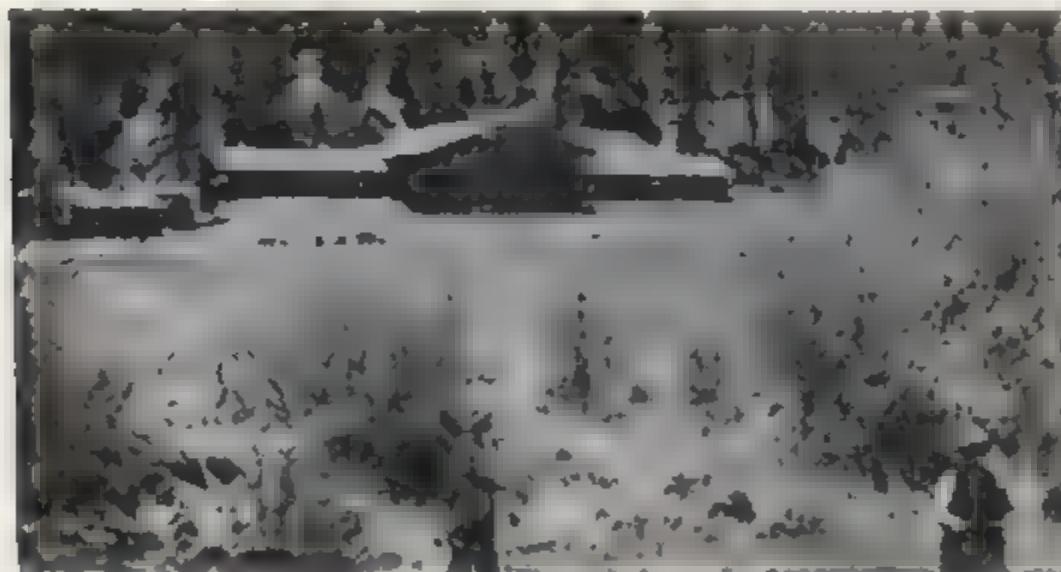
ASPEN



HOTEL JEROME AND GUEST HOUSES

Enjoy a cool Colorado vacation—swimming, fishing, riding, tennis, dancing, pack trips, mountain grandeur. In addition attend concerts, lectures and seminars by world famous artists and scholars at the Aspen Summer Festival. Write for full details. Dept. 18, Aspen, Colorado.

GRANBY



C LAZY U RANCH

June is a delightful month at the C Lazy U Ranch in the Colorado Rockies. This working ranch with its fine new buildings and luxurious guest accommodations is an unexcelled vacation spot for people who enjoy being pampered while "roughing it". Food so delicious every meal is an event. Your own horse, fishing, swimming lake, sports. Write for folder. Box JV.

LET THE VOGUE TRAVELOG assist you in making plans for your dude ranch vacation. Enjoy the hospitality of the ranches we list for your pleasure.

Connecticut

OLD SAYBROOK (FENWICK)



RIVERSEA INN

In Exclusive Fenwick. Completely modern Rooms and Baths. Swimming, Golfing, Tennis, Fishing Trips, Movie Theatre, Boating on the Sound. Summer Playhouses of long standing are within easy driving distance of the quiet and comfortable atmosphere of the Riversea Inn. The large dining room is light and airy. An ideal vacation place. Box 55, Old Saybrook, Connecticut.

SCENIC NEW ENGLAND IN JUNE

ONCE again, June finds us making definite plans for our summer vacations and again, this year, the Northeastern States will play a major part in these holiday plans.

New England, with the freshness of Spring upon her, offers the visitor the utmost in beautiful scenery and divergent activities. The country is generously apportioned with charming inns, exclusive resorts and modern hotels to suit all tastes.

Florida

MIAMI BEACH



THE CORONADO

Enjoy this cool, breeze-swept Enchanted Garden by the sea at Miami Beach. New pool and cabana club complement the finest resort hotel facilities. Fronting directly on an unobstructed private beach, the Coronado enjoys a secluded setting, yet is convenient to all attractions. Delicious food. Cocktail lounge. Open all year. Edward W. Collins, Managing Director.

Georgia

SAINT SIMONS ISLAND

KING & PRINCE HOTEL. Year round resort. E. P., directly on ocean, pvt. beach & pool; dancing, fishing, riding, golf. Near Brunswick, Georgia.

Maine

ISLE AU HAUT



POINT LOOKOUT CLUB

An inn of unusual charm situated on a secluded, beautiful island in Penobscot Bay. Magnificent countryside, swimming, fishing and sports. Cottages for families and groups. Address inquiry P.O. Box 1422, Boston 4, Mass.

KENNEBUNKPORT

THE COLONY—overlooking ocean & beach. All sports, superb food, A. P. Write Box 566D, Geo. M. Boughton, Pres. In Winter—Deiray Beach, Fla.

KINEO

THE MOUNT KINEO—Maine's newest resort hotel, on Moosehead Lake. Golf course, tennis, beach, saddle horses. George H. Bliss, Manager.

Massachusetts

ANNISQUAM (GLOUCESTER)

ANNISQUAM INN. Delightful, small. Glorious view, pvt. sandy beach, boat trips, fishing, summer theatres, artist colonies. From \$49 a week.

Massachusetts

CHATHAM



CHATHAM BARS INN AND COTTAGES

On the ocean-bound elbow of Cape Cod stands one of New England's loveliest summer resorts. Private beach and golf, tennis, fishing and sailing. Rates from \$15 (with all meals). Send for Brochure "T". Address Mr. Harvey Grant, Chatham Bars Inn, Chatham, Mass.

NANTUCKET ISLAND

THE WHITE ELEPHANT. Come to the sea and the sun. Rest and forget turmoil for a brief space. Write quickly for available reservations.

SWAMPSCOTT



NEW OCEAN HOUSE

Directly on the ocean, conveniently located twelve miles from Boston. Ideal seaside and country environment. All recreational features, including golf, tennis, fishing, riding and yachting. Private bathing beach. Comfortable and spacious accommodations. Cuisine includes many seafood specialties. Booklet. Clement Kennedy, President.

Michigan

MACKINAC ISLAND



GRAND HOTEL

For your next holiday choose world-famous Grand Hotel on historic Mackinac Island—world's largest summer hotel. You'll enjoy its enormous colonnaded porch, the beautiful sky-blue serpentine pool, two championship golf courses, saddle horses, tennis courts, concerts and dancing at this "Showplace of the Great Lakes". And you sleep under wool blankets every night. For literature and rates, please write to Suite 6.

Missouri

KANSAS CITY

BELLERIVE HOTEL, K. C.'s Social Rendezvous. Luxurious Rms., Suites. El Casbah Supper Club. Garage. Rec. by Duncan Hines. G. W. Hall, Mgr.

Nevada

LAKE TAHOE

GLENBROOK INN & RANCH, Elev. 6225, May-Oct. All grass golf course. Riding, Tennis. Fishing. American Plan. P.O. Glenbrook, Nevada.

New Hampshire

BRADFORD

FOX CHASE, "Home away from home". 300 acres. Sunapee Area. Lovely rooms, good food, private beach, golf, fishing. Cocktail lounge. The Coonleys.

CRAWFORD NOTCH (WHITE MTS.)

CRAWFORD HOUSE CLUB, N. E.'s Complete Resort, 2000' Elev. Sporty Golf. 2 Pvt. Lakes. Varied Social Activities. \$9-\$15 A. P. Late June-mid Oct.

DUBLIN

DUBLIN INN CLUB. Encompassing charm of the country, dignity of the city. Golf, swimming, horses, all sports. Cocktail lounge. Excellent food. Folder.

SUGAR HILLS (WHITE MOUNTAINS)

SUNSET HILL HOUSE. A distinctive N. E. resort overlooking Presidential Range. Golf and Tennis free to guests. Orchestra. John E. Haslam, Mgr.

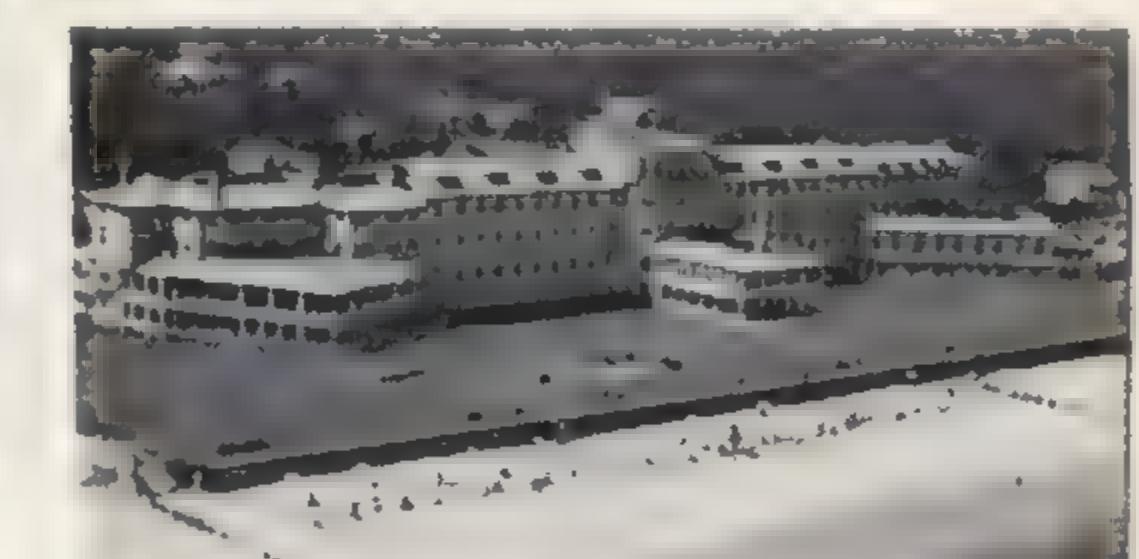
VIEW ENGLAND OFFERS YOU a wonderful vacation four seasons. Make your Summer trip include the numerous inns we've listed for your pleasure.

New Jersey

ATLANTIC CITY

MARLBOROUGH BLENHEIM. At the edge of the sand & sea. Ocean-front sundecks, porches, solaria. Evening entertainment. Fresh and salt water baths.

SEA GIRT



THE STOCKTON

A charming Ocean Front American Plan resort hotel of the better class. Noted for good food. Sixty miles from New York. Private Beach & Boardwalk—no intervening street—no traffic. Buffet on Sun Deck for Bathers. All outdoor sports. Orchestra. Cocktail Lounge. Hostess for the "Kiddies". Illustrated Bklt. Ownership Mgt. Phone Spring Lake 3-2300.

SPRING LAKE

THE ESSEX & SUSSEX. One of America's truly fine seashore resorts. Pvt. Beach, Golf. Open June 29. Early season space available. C. S. Krom, Mgr.

THE MONTMOUTH. A famous hotel in a famous resort 50 miles from New York. Direct Ocean Front. Our own Pvt. Bathing Beach. James J. Farrell, Mgr.

New York

ALBANY

HOTEL TEN EYCK—Midtown, State and N. Pearl Streets. Near Shops, business district. Choice rooms from \$1.25 single—\$7.00 double.

LAKE GEORGE

TOP OF THE WORLD LODGE. Enjoy relaxation in the happy atmosphere we create. All sports, delicious food, charming rms. N.Y. Phone: LE 2-2995.

VOGUE incorporating Vanity Fair

FUN IS ALWAYS IN FASHION, and fun is tailored right into your British Columbia vacation. Travel north-of-the-border this year. A friendly welcome awaits you and you are sure of accommodation to suit every taste together with facilities for relaxation unequalled anywhere. For information, write

BRITISH COLUMBIA GOVERNMENT TRAVEL BUREAU, VICTORIA, B.C.

Visit
BRITISH COLUMBIA
Canada

V-54-51



FOR A VACATION THAT IS DIFFERENT...

Beautiful, unspoiled mountains, lakes and valleys, picturesque villages and towns, the mighty St. Lawrence, metropolitan Montréal, old-world Québec City, world-famed shrines. Enjoy French-Canadian hospitality in comfortable modern inns and hotels.

LA PROVINCE DE Québec

For help planning your Québec vacation, write for free maps and booklets to: The Provincial Publicity Bureau, Parliament Bldgs., Québec City, Canada or: 48 Rockefeller Plaza, New York 20, N.Y.

New York

NEW YORK CITY

BARBIZON-PLAZA. Midtown, overlooking Central Pk. 6 Ave. 58 St., near Radio City, theatres, shops. Choice rms. from \$4.50 sgl. \$7.00 dbl. Bklt. VM.

THE SHERRY-NETHERLAND—a hotel par excellence, Fifth Ave. at 59th St., overlooking Central Park. Famous Carnaval Room, Dinner & Dancing.

Pennsylvania

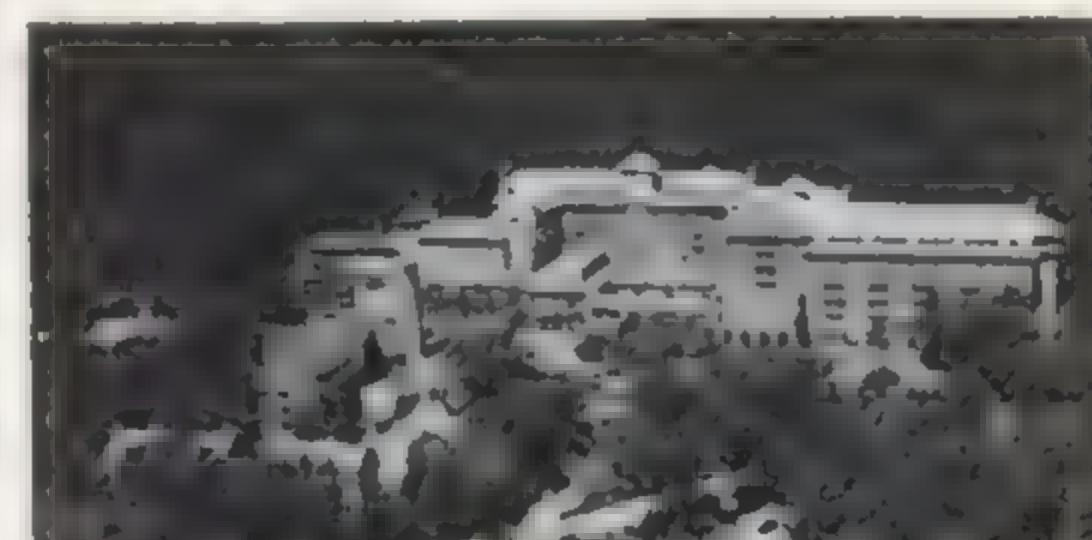
BEDFORD



BEDFORD SPRINGS HOTEL

Famous vacation spot since 1804 set amid 2800 acres of mountain beauty. Championship 18-hole golf course, lake swimming, boating, excellent tennis courts, riding. Newly redecorated interiors place accent on hospitality in cocktail lounge and public rooms. Swimming pool and other indoor activities available. Open year 'round. G. Bland Hoke, Manager.

BUCK HILL FALLS



THE INN

Plan an early vacation and enjoy floral time in the lovely Poconos. Come for rest or relaxation. Favorite sports include golf, tennis, fishing, riding, lawn bowling. Dancing. Planned entertainment. Fine food and accommodations. N. Y. Res. Off.: 630 5th Avenue, Tel.: Circle 5-5620.

EAGLES MERE

CRESTMONT INN. In scenic Alleghenies, 2200 ft. alt. Water sports, tennis, golf, riding, concerts. Kindergarten. Superb cuisine. Opens June 15.

THE LAKESIDE AND FOREST INN. Lake swimming, excellent golf, delicious meals, children's program. Henry E. Kirk, Jr., Manager.

HERSHEY

HOTEL HERSHY AND COTTAGES. One of America's finest. Delightful Living. Open year 'round. Hershey, Pa. Joseph Gassler, Mng. Dir.

SHAWNEE-ON-DELAWARE



SHAWNEE INN

Outstanding for comfort, relaxation and colorful, congenial atmosphere, Shawnee is called "one of the East's truly fine resorts". The world-renowned golf course, like all Shawnee sport and game facilities, is designed for pure pleasure. Supervised children activities, unexcelled food and service make a Shawnee vacation unforgettable. Call New York Office, Circle 6-3500 or write John Stubblefield, Gen. Mgr., Box #1.

SKYTOP

SKYTOP CLUB. A 5500 acre estate high in the Poconos. All sports, year 'round. Superb cuisine. 3 hours from N.Y. and Phila. Box 21, Skytop, Pa.

Vermont

ARLINGTON

COLONIAL INN. A home of Distinction and Refinement. Large rooms, Private baths. Excellent food. 23rd Season. Booklet. Rates. H. H. Bottum, Prop.

CHITTENDEN

MOUNTAIN TOP CLUB—Luxurious resort. 600 acres on a Green Mts. Lake at 2000 ft. Built 1941. All sports. N. Y. Off.: 500 Fifth Avenue. LO 5-1114.

Vermont

FAIRLEE

LAKE MOREY INN. All sports on our own premises including 18-Hole Golf Course. Season June 15-Sept. 15. Write for Folder "A".

MT. MANSFIELD (STOWE)

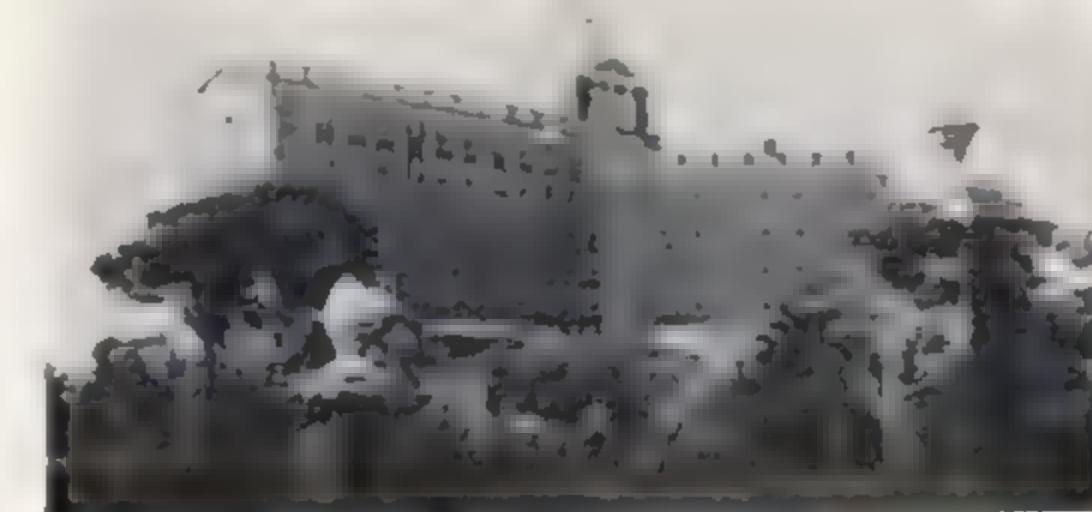
THE LODGE AT SMUGGLERS' NOTCH. A vacation-land complete at foot of Vt.'s highest Mt. All sports. Superior cuisine and service. Write.

VERGENNES

BASIN HARBOR CLUB On-Lake-Champlain. Superior type family resort. June 9-Oct. 14. Pvt. golf course, tennis, sailing, cruising. Deluxe cottages.

Virginia

VIRGINIA BEACH



THE CAVALIER HOTEL

The Aristocrat of Southern resorts. Country and seaside pleasures combine to make this year-round vacation spot truly enjoyable. Two championship golf courses. Riding, tennis, bathing . . . boating . . . fishing . . . excellent service. Guests may enjoy all facilities of the Cavalier Beach and Cabaña Club—Yacht and Country Club Saddle Club. Sidney Banks, President.

VIRGINIA BEACH

THE MARSHALLS—Beach Inn and Villas on the ocean. Write direct, your travel agent, or N.Y. Office, 500 Fifth Ave. LO 5-1115.

WILLIAMSBURG



WILLIAMSBURG INN

The beauty of the 18th century awaits you in this re-created colonial community. Williamsburg is of interest to everyone. Tours through the historic buildings . . . golf, tennis, swimming, lovely gardens. Modern hotels, colonial guest houses and taverns. Write direct to Miss F. G. Burns or Williamsburg Reservation Office, 630 5th Ave., N. Y. Circle 6-8896.

BERMUDA

WARWICK

BELMONT MANOR. Superb location overlooking water. Easy reach of Hamilton. Golf at door. Pool. All sports. N.Y. Off., 630 5th Ave., JU 6-1137.

Puerto Rico

SAN JUAN

THE CARIBE HILTON—Newest and most glamorous hotel in Caribbean. Res. Office, The Plaza, New York. Tel. MU 8-2240 or any Hilton Hotel.

Virgin Islands, U.S.A.

ST. THOMAS



THE VIRGIN ISLE HOTEL

Carefree vacation living beckons at the breathtaking new Virgin Isle where spring reigns the year round, setting the stage for ideal resorting. Swimming, sailing, fishing, tennis, golf . . . duty free shopping on this Island paradise of fabulous beauty. Summer rates now in effect under exclusive VI Plan, including Continental breakfast & dinner. For information or reservations contact Virgin Isle N.Y. Office, 730 Fifth Ave. PLaza 7-3258.



Enjoy
a dozen
summers
in One

• GOLF
• SKATING
• RIDING
• SWIMMING

We know of several resorts (good ones, too) that can offer you one or two of your favorite summertime sports. But we honestly think you will agree, after one brief visit, no place in the world compares with Sun Valley for a wide and wonderful variety of fun . . . in a picture-book setting of mountains and flowers. Ask your friends who've been there — then make your reservations early.

Rooms From \$6.00

Owned and Operated by
UNION PACIFIC RAILROAD



FOR RESERVATIONS

Address W. P. Rogers, Gen'l Mgr., Sun Valley, Idaho, or Union Pacific Railroad, Room 1558, Omaha 2, Neb., or see your local Travel Agent

VOGUE'S SCHOOL & CAMP DIRECTORY

For advice: write Vogue's School & Camp Bureau, 420 Lexington Ave., N. Y. 17, or call LE 2-7500

Summer Schools

PERRY-MANSFIELD

Steamboat Springs, Colorado. Western camps for girls 7 to 25 in four groups. Pack trips, swimming, tennis, drama, dance, art. Horsemanship & Counselor Training courses. College Unit. PORTIA V. MANSFIELD, 135 CORONA, PELHAM 63, N. Y. PELHAM 8-0025.

BURNHAM-BY-THE-SEA

Newport, R. I. Summer school for girls—vacation and study. Music, Art, Dance, Drama, Sec'l. Reading skills. High School subjects for credit. Spacious estate. Social life. Swim, Tennis, Ride. Mrs. GEORGE W. EMERSON, Box 43-D, NORTHAMPTON, MASS.

CAREER COLONY

In White Mts. International Group. Accredited Studies, Ranchlife, Golf, Tennis, Aquatics, Trips, Music, Dance, Drama, Fine Arts, Photography. Rockwood Park Prep in Boston under same dir. Write: 1123 THE PARKWAY, CHESTNUT HILL 67, MASS.

ELLIS COUNTRY SCHOOL

Girls, Grades 1-12. Review, make-up, advanced H.S. full credit courses. Regents and College Boards preparation. Remedial reading. 300 acres near Phila. Sports. Separate Lower School. Camp. Catalog. ARNOLD E. LOOK, PH.D., NEWTOWN SQUARE 1, PA.

PHELPS SCHOOL CAMP

Boys 10-19 continue school work in morning, enjoy outdoor camp activities in afternoon. Remedial or advanced work. Sports. Riding, hiking, crafts. Wholesome food. Pool. 144-acre farm 22 miles Phila. Catalog: NORMAN T. PHELPS, Box E, MALVERN, PA.

EDGEWOOD

Summer tutoring camp for boys & girls 6-18. All subjects & grades, college preparation, remedial reading, special English for foreign students. All sports, swimming, arts, crafts, etc., 30 miles from New York. Write EDGEWOOD, GREENWICH, CONN. GR 8-0335.

Powers School

For Poise and Self-Assurance

For career girls, students, professional women or home makers, effective personal development, added poise and charm. John Robert Powers' expert instructors individually plan each student's course to improve posture, figure, weight, walking, wardrobe styling, make-over, speech, personality. Courses available throughout the year. Completely private daytime instruction. Rewarding evening and Saturday groups. Special teen-age classes. Short-term budget-wise (2-6 weeks) courses. Residences recommended. Write June Vail, POWERS SCHOOL, 247 Park Ave., New York 17, N. Y. Phone PLaza 5-0165

Boys' & Girls' Camps

JACK AND JILL FARM CAMP

Boys and girls, 4-12. In beautiful Dutchess County, N. Y. Swimming, crafts, games, sports. Ducks, sheep, chickens, pony, gardening. Well-balanced program. Mature staff. Fine equipment. MR. & MRS. L. G. BUTTINGER, 50 WEST 106TH ST., NEW YORK 25.

ALDERKILL

Boys & Girls 4-12. Rhinebeck, N. Y. 110 acres woods, meadows, Riding, Swimming, Baseball, Gardening, Animals, Crafts. Counselors selected for psychological understanding of children. Mrs. M. V. DREISER, 25 FIFTH AVE., N. Y. 3, GR. 5-6518.

CATHOLIC CAMPS

Our Lady of Lourdes for girls; Acadia for boys. 1 mi. apart, 1600 acres in Catskills. Riding, sailing, swimming, tennis, all sports, trips. 45th yr. Excellent equipment. Resident doctor & nurses. Rev. JOSEPH CONNOR, 472-E WEST 112 ST., N. Y. 31.

Girls' Camps

MOSS LAKE

THE CAMP OF THE SPECIALISTS

- RIDING
- SAILING
- TENNIS
- Also Archery, Swimming, Fencing

Under nationally known Instructors. Private Adirondack lake & preserve. Daily Riding. All-inclusive fee. Girls 6-10, 11-13, 14-19 in completely separate units. Many trips by foot, by horse, & by canoe. Brother camp & parent club 3 mi. Six hours from New York or Buffalo.

Dr. G. V. Longstaff, Port Washington, N. Y.

Girls' Camps

SAN LUIS RANCH FOR GIRLS

Daily riding, swimming, tennis, handcrafts, camp crafts, art, dramatics. All camp activities. Separate program for little girls. Horsemanship, camp leadership courses. Mrs. ROBERT R. POTTER, Mrs. EDWIN R. PATTERSON, Dines., COLORADO SPRINGS, COLO.

FOUR-WAY LODGE

On Michigan's beautiful Torch Lake. Girls 7-18. New friends, new skills. Full sports program; riding, sailing stressed. Crafts, trips. Mature staff, 3 age groups. Brother camp, Fairwood. Catalog. Mrs. M. V. EDDE, 5689 BELMONT AVE., CINCINNATI 24, O.

CAMP TWA-NE-KO-TAH

Girls 7-18 develop wholesome traits in inspiring hills of Lake Chautauqua, N. Y. 4 age groups. Drama, music, crafts, Water sports. Riding. Trips: plays at Chautauqua. Catalog. REV. AND MRS. R. V. STOLL, 144 JKWEET PKWY., BUFFALO 14, N. Y.

QUANSET SAILING CAMPS

Cape Cod camp for girls 5 to 18 featuring daily sailing on beautiful Pleasant Bay. Races, Tennis, Crafts, Archery, Riding included in fee. 4 age groups. Adult Sailing School June & Sept. 47th yr. Catalog. F. G. HAMMATT, SOUTH ORLEANS, MASS.

OGONTZ WHITE MT. CAMP

In New Hampshire. Girls 6-18. 750 acres on mountain lake. Rustic cabins. Swimming, sailing, canoeing, aquaplaning; form and trail riding; tennis, hockey, golf; art, crafts, music, dramatics. Trips. ABBY A. SUTHERLAND, BOX 300, OGONTZ SCHOOL P. O., PA.

FARWELL

Carefree summer for girls 6-17. Ride schooled saddle horses. Swim in Vermont lake. Tennis, Sports. Gypsy trips. Live in log cabins. Dancing, dramatics. Fee includes riding. MR. AND MRS. GEORGE V. CULBERTSON, 1546 IRKELL DR., RALEIGH, N. C.

VOGUE'S CAMP DIRECTORY for 1951 is available—sent on request, and free of charge. Write or telephone for your copy now.

ALOHA CAMPS

Fairlee, Vermont. 47th Season
Aloha Camp for girls 12 to 17
Aloha Hive for girls 7 to 12
Lanakila for boys 6 to 14
Tennis, swimming, canoeing, sailing, archery, photography, crafts, dramatics. Counselor Training for older girls. Catalogs. Mrs. Helen Gulick King, 8 Perrin Road, Brookline, Mass.

PO-NE-MAH

Girls 6-16

South Kent, Conn.

Restful, friendly atmosphere with emphasis on development of each girl. Limited to 96. Hundreds of acres on two lakes. Alt. 1300 ft. Features music appreciation, crafts, riding, tennis, trips, sailing, swimming and usual sports. Mature counselors. Continuously directed by same family for 37 years. Catalog.

Mr. & Mrs. Gilman Williams, Directors
Shirley Lane, Orchard Hill, White Plains, N. Y.

Boys' Camps

VALLEY FORGE CAMPS

An unforgettable summer vacation for boys at America's National Shrine. Cavalry Camp (14-18); expert riding instruction; mounted hikes. Pioneer Camp (9-14); woodcraft; trips. Band Camp (14-18); expert musical training. Swimming. Cat. Box 53, WAYNE, PA.

PINECREST DUNES

Long Island's Oldest Private Boys' Camp
Peconic, 100 mi. from N.Y.C. Salt & fresh water; 20 years same owner-director; boys 5 to 17. ALL camp activities; Catholic and Protestant services. ONE FEE, NO EXTRAS. G. Tom Ward, 33 West Dover St., Valley Stream, Long Island, N.Y. V85-5925

CAMP NEWMAN

Boys 6-15 spend a fun-full summer on 300 acres of New Hampshire lake and mountain country. All water sports on Squam Lake. Baseball, tennis, riflery, riding, nature study. Unusual crafts program. 30 buildings. Cabins. Wholesome food. Mature, experienced counselors. Write for booklet.

B. V. BROWNE

245 Marlborough St. Boston 16, Mass.

Boys' Camps

FARRAGUT NAVAL CAMPS

Summer of adventure on Toms River for boys 8-18. Trips on 63-ft. flagship, 42 activities, 2 gyms, 2 athletic fields. Remedial reading, testing. Accelerated academic program available. Catalog. FARRAGUT NAVAL CAMPS, BOX VC, TOMS RIVER, N.J.

SUSQUEHANNA

Boys 5-16. Mt. camp on private lake, New Milford, Pa. 33rd Year. 825 Acres. Daily riding, complete course in horsemanship. All sports. Own farm. Skilled leader for each 4 boys. Personal development our aim. Booklet. R. T. SMITH, NEW MILFORD, PENNSYLVANIA.

TOSEBO CAMP

Boys 6-14. On Portage Lake, Mich. 39th yr. Careful over-sight. Better swimming taught, sailing, horses, crafts, canoe trips. Dr. and nurse. Good food. Moderate rates. Tutoring. Catalog, write: ROGER HILL, TOWNSCHOOL, WOODSTOCK, ILL.

LAKE GENEVA NAVAL CAMP

Boys 8-17. 90 acres on picturesque L. Geneva, 75 miles Chicago. 28 sailboats, cutters, etc. Swimming, riding, golf, fishing, etc. Naval and Indian lore. N. W. Naval Acad. fireproof dorms. 2, 4, 6 weeks. Catalog. 46 SOUTH SHORE DRIVE, LAKE GENEVA, WIS.

8 HAPPY WEEKS OF CULVER TRAINING

In NAVAL and HORSEMANSHIP SCHOOLS (boys 14-18) and WOODCRAFT CAMP (boys 9 1/2-14). Regular Academy personnel. Exceptional housing, dining and health facilities. 1000-acre wooded campus. Emphasis on correct posture, initiative, courtesy. Optional tutoring for older boys. All land and water sports. Moderate cost. State catalog desired.

Foreign School

BRILLANTMONT

Institution Heubl Lausanne, Switzerland
Girls 12-20. Chateau; French, Languages, music, art. Special courses for College Board preparation. Villa: Complete courses in Home Economics, Sports. Mrs. A. V. HAWKINS, STOBSET, LONG ISLAND, N.Y.

Girls' Schools

ST. AGNES SCHOOL

Accredited country day and boarding school for girls. Episcopal. Emphasis on scholarship, character development and physical fitness. Forty acres of playing fields in attractive Albany suburb. Write MISS BLANCHE PITTMAN, M.A., PRIN., BOX V, ALBANY 4, N.Y.

ST. MARY'S SCHOOL

Episcopal School for girls, on the Hudson. Under care of Sisters of St. Mary. Grades 7 through 12. Modified Kent plan. Fully accredited. Small classes. Riding, swimming, dramatics, music, art. SISTER SUPERIOR, ST. MARY'S SCHOOL, PEEKSKILL 6, NEW YORK.

ACADEMY OF MT. ST. VINCENT

Beautiful school for girls, grades 7 to 12. One hour from N.Y. Fully accredited. Strong college preparation & general course. Art, music, home economics, riding, dramatics. Est. 1847. Tel. TUXEDO 4-0230, or write DIRECTRESS, TUXEDO PARK, NEW YORK.

Edgewood Park

FOR YOUNG WOMEN

Accredited college preparatory. Advanced courses in Cultural and Practical Arts, Fine Arts, Secretarial Science, Real Estate, Medical Assistant, Home Economics, Dramatics, Interior Decoration, Merchandising, Kindergarten, Lake, pool. All sports—riding, tennis, golf. Moderate rates. Write for catalog.

Box V-10, Briarcliff Manor, N.Y.

THE KNOX SCHOOL

A School of American Ideals in a Country of American Traditions
Junior school, college preparatory, postgraduate courses. Sec'l. science, household arts (budgeting, etc.). Art, music, drama. Social program: dances, winter carnival, aquacade, horse shows. Catalog. Mrs. Mary L. B. Phinney, Principal

Box V, Cooperstown, N.Y.

Girls' Schools

THE LENOX SCHOOL

Preparation for leading women's colleges, and broad general high school courses. Art, music, sports, and full program of extra-curricular activities. OLIVIA GREEN, HEADMISTRESS, 170 EAST SEVENTIETH STREET, NEW YORK 21. NEW YORK 8-4541.

THE SEMPLE SCHOOL

Accredited. Resident, Day. College Preparatory. General Courses, Post Graduate. Dramatics, Music, Art, Secretarial, Home Economics, Athletics. 52d yr. MRS. T. DARRINGTON SEMPLE, PRINCIPAL 351 RIVERSIDE DRIVE, NEW YORK 25, N.Y.

HELEN NORFLEET

INDIVIDUAL STUDY PROGRAMS, INC. Fine arts, business, homemaking or any desired training thru N.Y. professional schools, with cultural course under Columbia professors. Beautiful residence. Fee covers opera, theatre, 36 EAST 67TH ST., N.Y. 21.

CATHEDRAL SCHOOL

OF SAINT MARY, GARDEN CITY, L.I., N.Y. An accredited Episcopal school for girls. Suburban N.Y.C. Day: nursery to college. Boarding: grades 5-12. Strong college preparatory course. Music, Dramatics, Art, Sports. MARION RID MANSFIELD, BOX V.

THE GARLAND SCHOOL

A JUNIOR COLLEGE Homemaking majors: Clothing, Food, Child Study. Art majors: Costume Design, Interior Decoration, Fine Arts, 6 practice residences. GLADYS V. JONES, 409 COMMONWEALTH AVE., BOSTON 15, MASS.

LASELL JUNIOR COLLEGE

Prepares young women for living. 100th year. 10 mi. Boston. Guidance, Liberal arts, sec'l. home ec., retail training, art, music, drama, pre-professional. A.A. A.S. degrees. Tennis, Riding, Skating; pool. Catalog. 126 WOODLAND RD., AUBURNDALE 66, MASS.

If you need more information about these or other private schools and colleges, do not hesitate to write.

HOUSE in the PINES

School for Girls and Junior College In college town thirty-three miles south of Boston. Country location. Excellent riding facilities. Swimming, College preparatory and general courses including music, art, secretarial training. Fortieth year. Junior College: Vocational and liberal arts courses. Ask for Cornish School or Jr. College Catalogue.

M. ELIZABETH JOHNDROE, Director
40 Pine Street
Norton, Massachusetts

NORTHAMPTON SCHOOL FOR GIRLS

Twenty-five years of experience in preparing girls for leading eastern colleges. Beautiful 12-acre campus overlooking the Connecticut River Valley. Outdoor life. Riding. Winter sports. Eighth grade to college entrance. For booklet, Entrance Requirements of the Major Colleges for Women, address the Principals:

DOROTHY M. BEMENT, SARAH B. WHITAKER
Box E
Northampton, Massachusetts

HOWARD SEMINARY

Seventy-Seventh Year Accredited college preparatory and general courses for girls. Grades 9-12. Art, music, dramatics, secretarial. Small classes, friendly atmosphere. All sports, riding. Moderate fee. Catalog.

Mrs. Vida G. Clough, Director
Box 40
West Bridgewater, Mass.

Stoneleigh-Prospect

Girls' Schools

WEST HILL

Trains young women for responsibility in a changing world. Two-year course at college level permits balanced program of academic subjects, arts, and secretarial training. Residence department. EDITH V. RICHARDSON, DIR., 63 BEACON ST., BOSTON, MASS.

ROCKWOOD PARK

FULLY ACCREDITED COLLEGE PREPARATORY. Country environment with Boston advantages. Gracious home atmosphere. Riding, Golf, Tennis, Forest Acres Camp—Career Colony and Ranch in White Mts. ROCKWOOD PARK, JAMAICA PLAIN 30, BOSTON.

ENDICOTT JUNIOR COLLEGE

Two-Year College Courses for Young Women. Liberal Arts, Art, Sec'l, Med., Sec'l, Foods, Clothing, Radio, Drama, Mds., Photo, Int. Decl., Journalism, Internship. All Sports. Summer Campus, Nr. Boston. E. V. COPPER, PH.D., DEAN, BEVERLY, MASS.

ROGERS HALL

50 years of New England traditions. Near Boston. Thorough college preparation. One year intensive review for college. General course: secretarial training, excellent music and art. All sports, swimming pool. Miss KATHARINE MCGAY, BOX V, LOWELL, MASS.

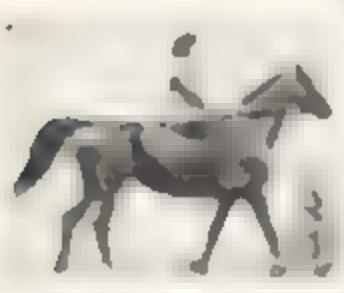
ABBOT ACADEMY

A College Preparatory School, 9th through 12th Grades. Special emphasis on Music. Large campus. Modern buildings and equipment. All sports. 23 miles from Boston. Founded 1829. Catalogue. MARGUERITE C. HEARST, PRIN., ANDOVER, MASS.

OAK GROVE

Friends School for Girls emphasizes Preparation for College and Gracious, Purposeful Living. Music, Art, Speech. Grades 7-12; Strong P. G. for H. S. Grads. Riding included. New Interpreted Quadrangle. Mr. & Mrs. ROBERT OWEN, BOX 121, VASSALBORO, ME.

Mary A. Burnham



Burnham graduates are mature, poised, trained, fully prepared for any college. General, post-graduate courses. Music emphasized. Art, Secretarial. Traditional campus life. National curriculum. Riding, golf, swimming, all sports. Men-schedule system for posture. 7th yr. Summer School, Newport. H. L. Mrs. George Waldo Emerson, Box 43-D, Northampton, Massachusetts.

Penn Hall
2-yr. Junior College, 4-yr. Preparatory School. Reorganized by major colleges universities. Liberal arts. Career and Professional courses. Modern plant and equipment on 192 acre campus in Cumberland Valley. Riding, golf, swimming pool, trips, social life. Connecting shower baths in dormitory suites. Catalogue. Dr. Sarah W. Briggs, President, Penn Hall, Box V, Chambersburg, Pa.

MORE ABOUT CAMPS

Directors of the camps listed in this issue will be glad to send you their literature. If you would like to consider additional camps, write for Vogue's Annual Camp Directory—the 1951 edition is available free of charge. If you will fill in the coupon below, we can make suggestions to meet special requirements.

Name _____

Address _____

Daughter _____

Son _____

Age _____

Grade in school _____

Special interests _____

Location preferred _____

Approximate fee _____

Remarks _____

VOGUE'S CAMP BUREAU
420 Lexington Avenue, New York 17, N. Y.
Telephone: LExington 2-7500

Girls' Schools

THE GILL SCHOOL

Small enough for the faculty to know each girl's individualities intimately. Large enough for stimulating work and play. College preparatory and general courses. Forty acre campus, near New York's advantages. ELIZABETH A. GILL, PRINC., BERNARDSVILLE, N. J.

THE BEARD SCHOOL

Fully accredited. Outstanding college preparation. Kindergarten through high school. Resident and Day. Separate lower school dormitory. Art, Dance, Dramatics, Music, Remedial Reading, Trips, Sports. EDITH M. SUTHERLAND, BOX 30, ORANGE, N. J.

KENT PLACE

Notable record of college preparation. Also broad general course. Excellent music, art, dramatics. All sports. Extensive campus. Country life with city advantages. EST. 1894. Catalog. HEADMISTRESS, HARRIET L. HUNT, A.B., A.M., SUMMIT, N. J.

ST. MARY'S HALL

On the Delaware. Episcopal School for girls 8-18 founded 1857. College Preparation & General Course. Music and Art. Accredited. Separate lower school. Clubs, dramatics, sports. Near N. Y. & Phila. MISS FLORENCE V. NEWBOLD, BURLINGTON, N. J.

MORAVIAN SEMINARY

at Green Pond. Accredited college preparation for girls, grades 7-12. EST. 1742. Excellent college record. Music, art, dramatics, Riding, golf, all sports. Near New York City. Philadelphia. Catalog. DR. DAVID E. WEINLAND, BOX 2, BETHLEHEM, PA.

GRIER SCHOOL

In the Alleghenies. Accredited College Preparation and General Courses. Home atmosphere for girls 12-18. Music, Art, Typing. Exceptional Riding. Winter and team sports. 1000 acres. Gym, pool, 8th year. Mr. & Mrs. T. C. GRIER, BOX 66, TYRONE, PA.

Girls' Schools

LINDEN HALL

Junior College and School for Girls. Cultural and Vocational. Music, Home Economics, Secretarial Studies, Art, Dramatic Art, Preparatory and General Courses. All Sports. Riding, Pool. Moderate Tuition. BYRON K. HORNE, D.D., BOX 96, LITITZ, PA.

RAVENHILL

ACADEMY OF THE ASSUMPTION

Fully accredited. Cultural atmosphere. Pre-school through high school. Boarding and day. College preparatory, art, music, Swimming, riding. DEPT. E, 3180 W. SCHOOL HOUSE LA., G.M.T., PHILA. 44, PA.

ELLIS COUNTRY SCHOOL

For girls, grades 3-12. College preparatory, art, music, home ec., see'l. Accredited. Non-profit. Guilds, 300-acre campus near Phila. Separate Lower School, Sports, Summer School. Camp Ellis. ARNOLD E. LOOK, PH.D., NEWTOWN SQUARE 1, PA.

Any of the schools listed here will gladly give you further information. Letters mentioning VOGUE will receive special consideration.

ST. MARY'S SEMINARY

Accredited. Non-sectarian. 2-yr. Jr. College: Liberal arts, music, art, dramatics, home ec., science, nursing, business and see'l. Also 2 yrs. High School. 70 mi. Washington, 112th year. Sports. Catalog. MAY RUSSELL, BOX 101, ST. MARY'S CITY, MD.

SAMUEL READY SCHOOL

Boarding and day. Accredited. College preparation and lower school, ages 9-18. Home-making, religion, music, arts, share-the-work plan, sports—for every girl. Secretarial training. EST. 1887. EVANGELINE LEWIS, H.D.M., 3100 OLD FREDERICK RD., BALTIMORE 29, MD.

MOUNT VERNON

Junior College: Majors in Liberal Arts, Child Development, Secretarial, Art and Homemaking. Separate college preparatory school: 9th through 12th grades. 10 new buildings. 26 acre campus. GEORGE LLOYD, PRES., WASHINGTON 7, D. C.

MARJORIE WEBSTER

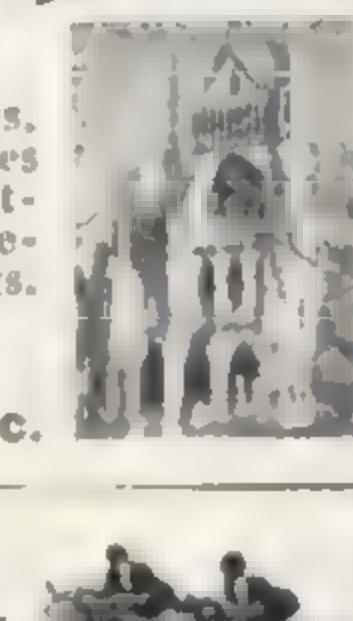
Junior College. In Nation's Capital. Accredited. 2 year terminal and transfer courses. Liberal Arts: Plays Ed.; Kindergarten; See'l; Speech; Dramatics; Radio and TV; Music; Art; Mds.; Pool, gymnasium. Catalog. BOX V, WASHINGTON 12, D. C.

National Cathedral

AN EPISCOPAL SCHOOL

College preparatory, general courses. Boarding, grades 8-12. Day, grades 1-12. Dramatics, art, music. Spiritual values stressed. On 58-acre Cathedral grounds. Fireproof buildings. Tennis, hockey, dance. Catalogue.

KATHARINE LEE, M.A., PRIN., WOODLEY ROAD, WASHINGTON 16, D. C.



Southern SEMINARY & JUNIOR COLLEGE
For 84 years one of America's famous schools for girls and young women. A school of character. Accredited Junior College and High School in Blue Ridge Mts. of Va. Music, Art, Dramatics, Home Ec., Merchandising, Phys. Ed., See'l., Library Sec., Kindergarten Tr., Social Tr., Education, Sports, Swimming Pool. For Catalog, address: Margaret Durham Robey, Pres., Box 106-V, Buena Vista, Virginia.



GREENBRIER WHERE YOU PREPARE FOR LIVING

For 139 years, a school for girls, in the southern manner. 2 yrs. H. S. 2 yrs. Standard College. Liberal Arts, General Educ., Music, Art, Dramatic Art, Physical Educ., Secretarial. Near White Sulphur Springs. Social, sports, recreational programs. Modern fireproof residence hall, suites with connecting bath. Emphasis upon personal guidance.

FRENCH W. THOMPSON, PRES., BOX V, LEWISBURG, WEST VIRGINIA



WRITE FOR LITERATURE • W. E. MARTIN, PH. D., PRES., BOX V, BRISTOL, VIRGINIA

Girls' Schools

AVERETT COLLEGE

Fully accredited Junior College. Liberal arts, music, art, speech and dramatics, merchandising, secretarial, library sec., physical ed., home ec., Planned social program. 2nd year. Endowed. Catalog. CURTIS BISHOP, LITITZ, D., 410 W. MAIN ST., DANVILLE, VA.

ST. CATHERINE'S SCHOOL

AN EPISCOPAL SCHOOL IN RICHMOND, VA. Graduates in leading Eastern colleges. Music, Art, Riding all year. Sports. Pool. Fireproof buildings. Founded 1890. Member Church Schools in Diocese of Va. SUSANNA V. TURNER, HEADMISTRESS.

STUART HALL

Episcopal preparatory for girls, 107th year. Rich in cultural traditions. Charming surroundings. Modern equipment. Graduates in leading colleges. General Course. Music, Art, Sports, indoor pool. Catalog. MRS. WM. T. HODGES, BOX V, STAUNTON, VA.

ST. MARGARET'S SCHOOL

FOR GIRLS OF CHARACTER AND ABILITY. Episcopal. Thorough college preparation. Grades 7-12. Music, art, dramatics. Small classes. All sports. On beautiful Rappahannock River. Catalog. VIOLET H. WOOLFOLK, BOX 158-V, TAPPAHANNOCK, VA.

VIRGINIA INTERMONT

Fully accredited Jr. College and two years High School. Music, Art, Dramatics, Journalism, Radio, Home Ec., Phys. Ed., Sec'l, Liberal Arts, Riding, swimming. EST. 1884. Moderate rates. Catalog. R. L. BRANTLEY, PH.D., BOX 127, BRISTOL, VA.

MARGARET HALL

Episcopal school for girls, primary through high school. Accredited college preparatory. Modern building, swimming pool, sports. Riding. Campus of six acres. For Catalog, and "Ave Crux," address: SISTER RACHEL, O.S.H., BOX V, VERSAILLES, KY.

ASHLEY HALL

Grades 8-12. Accredited college preparatory and general courses in atmosphere of Southern culture. Music, art, dramatics. Mild climate, year round outdoor sports; riding, pool. Catalog. WM. S. PIPER, JR., DIRECTOR, BOX V, CHARLESTON 1, S. C.

SALEM ACADEMY

Accredited preparation of girls for leading colleges from coast to coast. Emphasis on development of individual. Music, art, varied sports. Excellent climate. Modern buildings. BOXES, 179, ST. MARY A. WEAVER, BOX V, WINSTON-SALEM, 2, N. C.

Fairfax Hall

PREPARATORY • JUNIOR COLLEGE

An old Virginia school for girls in the famous Shenandoah Valley. Accredited 4 years high school. Two years college. Liberal arts, fine arts, secretarial, music. Happy social life. Spacious grounds. All sports. Indoor and outdoor pools. Private stable, riding rings. Catalog. WM. B. GATES, PRESIDENT, BOX V-516, PARK STATION, WAYNESBORO, VIRGINIA.

STRATFORD
For girls. In healthful Piedmont. Accredited Junior College and High School. Develops personality. Music, Dramatics, Art, Int. Decoration, Costume Design, Secretarial, Journalism, etc. Sports. For "Intimate Glimpses" and Catalog, address:
JOHN C. SIMPSON, PRES.
BOX V
DANVILLE, VA.

HARCUM JUNIOR COLLEGE

Two-year College Courses—Academic, Art, Medical Secretarial, Music, Merchandising, Secretarial Science. Experimental Theater. Vocational guidance, practical experience, placement service. Riding and sports. Beautifully situated in a college community.

EDITH HARCUM, PRESIDENT, BOX V, BRYN MAWR, PA.

Girls' Schools

WASHINGTON SEMINARY

Accredited. Day and resident. College preparatory. general course. Boarding ages 12-18. Art, music, speech. Small classes. Mild climate. Sports. Est. 1878. Catalog. Miss. Emma B. Scott, Box V, 1610 PEACHTREE ST., N. W., ATLANTA, GEORGIA.

HARRIS FLORIDA SCHOOL

ESTABLISHED IN 1914 ACCREDITED
Separate departments for older and younger girls.
Catalogue and Viewbook upon request.
1057 BRICKELL AVENUE, MIAMI, FLORIDA.

ALL SAINTS' EPISCOPAL

For girls. Accred. 2 yr. college, 4 yr. high school. High academic standards. In Vicksburg National Park. Separate music, art depts. All sports, riding. For "All Saints' Today" and bulletin, address: THE REV. W. G. CHRISTIAN, RECTOR, BOX V, VICKSBURG, MISS.

COTTEY COLLEGE

World-minded junior college for women. Fully accredited. Liberal arts, pre-professional courses. Individual counseling. Owned and endowed by P. E. O.: students from 30 states, 8 countries. Campus. Catalog. Box B, BLANCHE H. DOW, PH.D., NEVADA, Mo.

CHRISTIAN COLLEGE

Accredited Junior College and Conservatory (A.A. degree). Terminal, transfer, pre-career courses. Music, Art, Drama, Sec'l. Nursing, Int. Dec., Costume Design, Home Mgmt. Pool, riding. 100th year. Catalog. JAMES C. MILLER, PH.D., Box C, COLUMBIA, Mo.

HOCKADAY

Junior College and College Preparatory in friendly Southwest. National scholastic reputation. Liberal arts; fine arts; music; secretarial training. Year-round outdoor sports; spirited social program. Emphasis on self-confidence. DALLAS 6, TEXAS.

BROWNMOOR SCHOOL

Boarding school grades 1-12. College preparatory and general courses. Accredited. Music, Art. All sports, eastern and western riding, swimming. Catalogue on request to:

DONALD D. GEISER, HEADMASTER, PHOENIX, ARIZ.

SANTA BARBARA

HIGH SCHOOL AND JUNIOR COLLEGE
Accredited. College Board Examinations. Music, Art, Dramatics. Small Classes. Riding. Outdoor pool. Address: MOTHER SUPERIOR
MARYMOUNT, SANTA BARBARA, CALIFORNIA.

BARTRAM
in Florida



College preparation of highest standards. Fully accredited. Graduates in leading colleges. Extracurricular music, art, dramatics & sports; riding, tennis, pool & ocean swimming. Boarding department: classes 6-12. Blk. Olga V. Pratt (Vassar), Jacksonville 7, Florida.

FAIRMONT-CASEMENTS

Junior College and Preparatory Courses
(Credits Transferable)

Offers liberal arts, fine arts, costume design, commercial art, domestic arts, radio, dramatics, secretarial, social service, dancing, music. Outdoor activities include surf bathing, riding, boating and golf. Magnificent estate. For catalog (specify Junior college or preparatory school) and view folder, address: Maud van Woy, A.B., Box T, Ormond Beach, Fla. (Reputedly most healthful spot on East Coast)

William Woods COLLEGE



Junior College for Young Women
The individual is important. Balanced academic, religious, social program; men's college same town. Accredited transfer, terminal, pre-professional courses; A.A., A.F.A. degrees; radio, music, home ec., secretarial, pre-med., pre-journalism, etc. Sports, stables, 2 lakes, 125 acres. 61st year. Write for catalog: DR. T. T. SWARINGEN, PRES., Box C, FULTON, MISSOURI

RADFORD



In the healthful climate of Southwestern Texas Radford girls study, play, and live zestfully and happily. Accredited college preparation in small groups in sunny patio classes; spacious playing-fields and all sports; camping, riding trips, excursions. Graduates have made exceptional records in Eastern colleges. Music, art, secretarial, physical education. Enrollment limited. Endowed. Not for profit. Est. 1910. Catalog. Lucinda de L. Tempkin, Ph.D., Prin., 4501 Austin Terrace, El Paso, Texas.

Girls' Schools

KINGSWOOD-CRANBROOK

Boarding, grades 9-12; day, grades 7-12. College preparatory, general courses. On Lake near Detroit. Music, dramatics, sports, home economics. Unusual opportunities in art, science, handicrafts. Catalogue. 145 CRANBROOK RD., BLOOMFIELD HILLS, MICH.

TUDOR HALL

Thorough college preparation. General courses. Graduates in leading colleges and universities. Varied student activities. Physical fitness emphasized. Sports, swimming pool. L. HILDA STEWART, PRINCIPAL, 3180 MERIDIAN ST., INDIANAPOLIS 8, INDIANA.

MARYWOOD SCHOOL

For girls. High School. Resident and day. Conducted by Sisters of Providence. Fully accredited. Member North Central Assn. College Preparatory. General Academic, Music, Art, Home-Making courses. Gym and swimming pool. 2114 RIDGE AVE., EVANSTON, ILL.

MONTICELLO

Women's Accredited Junior College & 2-yr. High School. 113th yr. Liberal & Fine Arts, Music, Drama, Homemaking, Sec'l. Small classes. Sports. Riding. Pool. 300 acres. Sprinkler Fire Protected. 45 min. to St. Louis. Box 353V, ALTON, ILL.

DOWNER SEMINARY

Centennial Year. Thorough college preparation. Individual guidance. Excellent faculty and equipment. Art, music, dramatics. Sports—spacious campus. Day and resident students. Accredited. NAB WARREN TAYLOR, MILWAUKEE 11, WIS.

KEMPER HALL

81st year. Episcopal Boarding & Day School for Girls. Thorough college preparation and training for purposeful living. Music, art, dramatics. All sports. Jr. school dept. Beautiful Lake Shore Campus, 50 miles from Chicago. Address: Box V, KENOSHA, WIS.

SAINT MARY'S HALL

Episcopal. Accredited college prep and general courses for girls. Music, art, crafts, dramatics, Sec'l. Spacious campus. Beautiful modern buildings. Sports. 85th yr. Catalog. PHYLLIS M. NEWMAN, M.A., Box A, FARIBAULT, MINNESOTA.

Boys' Schools

CARDIGAN MOUNTAIN

Younger boys, grades 5-9. Sound preparation for all secondary schools. Small classes, homelike surroundings. Remedial work. 200 acres with lake in mts. Summer session. Fishing, sailing, trips, skiing, usual sports. WILFRED G. CLARK, CANAAN, N. H.

HOLDERNESS

The White Mt. School for 75 boys 13-19. Thorough college preparation. Small classes. Team sports, skiing, hunting, fishing, debating, dramatics, glee club, art, crafts. 900 acres. Episcopal. REV. EDRIC A. WELD, Box 200, PLTMOUTH, N. H.

EMERSON SCHOOL FOR BOYS

8 to 15 yrs. Small classes. All sports. Emphasis on family groups. Seven buildings for 60 boys. Balance of mature and younger faculty. 50 miles from Boston. Prepares for all secondary schools. Catalogue. R. W. TURNER, HDM., Box V, EXETER, N. H.

RECTORY SCHOOL

A country boarding school for 75 boys, ages 6-15, grades 1-9 inclusive. 200 acres. Sports include skiing. Graduates enter all leading preparatory schools. Remedial reading. 32nd year. JOHN BRITTAINE BIGELOW, B.A., POMFRET, CONN.

RUMSEY HALL SCHOOL

FOR JUNIOR BOYS—WASHINGTON, CONN. Prepares active, alert boys, 6 to 14, for secondary schools. Small classes. Well coached team sports. Country campus 2 1/2 hours from New York. 51st year.

WOOSTER SCHOOL

Prepares for leading colleges. Distinctive curriculum. Individual attention, small classes. Athletics, hobbies, shop, dramatics, music. Sixty miles from New York. Country setting. Est. 1925. THE REV. JOHN V. VERDURY, HDM., DANBURY, CONNECTICUT.

MILFORD PREPARATORY

Preparation for leading colleges, since 1918. Very small classes; famous faculty. Optional acceleration: complete 1 1/2 year's work in 12 months. Enter September or July 9. Summer session saves 1/2 year. WM. D. PEARSON, HDMSTR., MILFORD 9, CONN.

HACKLEY SCHOOL

Accredited Prep. Grades 5-12. Est. 1899. Graduates in 50 colleges. Wooded campus 25 miles from N.Y.C. Art, music, dramatics, athletics, riding, riflery, swimming pool. Field trips. Friendly, experienced Faculty. Summer Camp July 2-Aug. 25. FRANK R. MILLER, HDMSTR., Tarrytown, New York

Boys' Schools

STORM KING

Accredited. Grades 8-12. Individual instruction. Graduates in leading colleges. Beautiful 30-acre campus on Hudson, near West Point, 10 buildings. Gym, Sports; varied activities. Est. 1867. Catalog. ANSON BARKER, HEADM., BOX V, CORNWALL, N. Y.

NYACK JUNIOR SCHOOL

Grades 1 through 9. Beautiful estate overlooking Hudson River, 19 miles from New York City. Atmosphere of well-appointed home. Capable staff assures sympathetic care. Summer school. Write for catalog. HEADMASTER, BOX V, NYACK, N. Y.

MOHONK

Boys 6-14. 90 miles from N. Y. 7000 acres, private lake, alt. 1500 feet. Small classes. Special reading training. Accredited. Excellent food. Riding included in moderate fee. Catalog on request. EDWARD M. LAFFERTY, BOX V, MOHONK LAKE, NEW YORK.

RIVERDALE SCHOOL

FOUNDED 1907
JOHN H. JONES, HEADMASTER
BOX V, RIVERDALE-ON-HUDSON, NEW YORK CITY

IRVING SCHOOL

114th year. Sound preparation for college and life. Grades 3-12. Individual guidance. Remedial reading. Small classes, cultural field trips. Boys taught how to study. Write for catalogue. W. GRAT MATTERN, JR., BOX 761, TARRYTOWN, N. Y.

BLAIR ACADEMY

Thorough College Preparation. Small Classes. Experienced Masters. Grades 7-12. Modern Equipment on Country Campus, 65 miles from N.Y.C. Swimming Pool, Golf Course. Est. 1848. BENJAMIN D. ROMAN, HEADMASTER, BOX 18, BLAIRSTOWN, NEW JERSEY.

PEDDIE

An endowed school. Boys thoroughly prepared for college and for life. Fully accredited. Jr. School. Small classes. Public speaking course required. Sports. Gyms, pool. Summer session, 87th yr. Catalog. DR. CARROL O. MORONG, BOX 6-V, HIGHTSTOWN, N. J.

THE PENNINGTON SCHOOL

For Boys. Accredited College Prep and Jr. Sch. 4th Grade up. Small classes with daily help of friendly Masters. Remedial reading. Music, crafts. All sports, gym, pool. Near Princeton. 114th year. Catalog. IIA S. PIMM, D.D., BOX 30, PENNINGTON, N. J.

HATCH PREP SCHOOL

Timesaving program since 1926. Enter college officer training by 17. Three academic years begin Oct. 1, Feb. 1, July 1. Conference at school (Boston or New York by appointment) prerequisite to acceptance. LLOYD H. HATCH, HEADMASTER, DEXTER, MAINE.

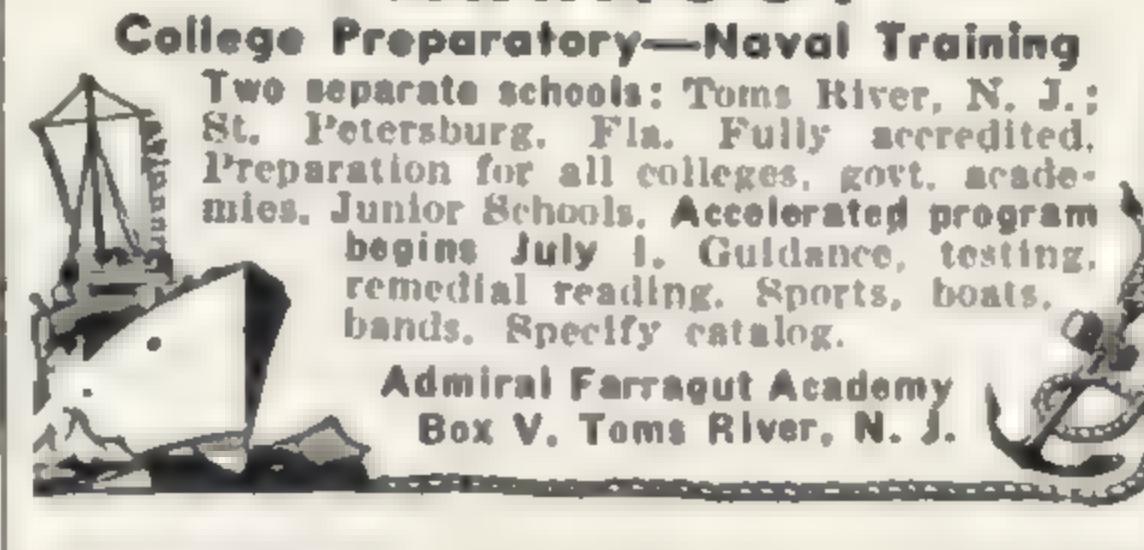
BORDENTOWN MILITARY

Fully accredited. College preparatory. Business and general courses. Outstanding record of college entrance. ROTC. Boys taught how to study. Jr. school. 70th year. Summer session. Catalog. REGISTRAR, BOX 248, BORDENTOWN, N. J.

FARRAGUT

College Preparatory—Naval Training
Two separate schools: Toms River, N. J.; St. Petersburg, Fla. Fully accredited. Preparation for all colleges, govt. academies. Junior Schools. Accelerated program begins July 1. Guidance, testing, remedial reading. Sports, boats, bands. Specify catalog.

Admiral Farragut Academy
Box V, Toms River, N. J.



Carteret

SUPERIOR COLLEGE PREPARATION

Accredited. All grades to college. Separate Junior School. Small classes. Personal supervision. Periodic aptitude tests. Homelike dormitory. Large gym, athletic field, 40 acres atop Orange Mountain, 600 ft. elevation, 20 miles to New York. Request Booklet. CARTERET SCHOOL, BOX 1, WEST ORANGE, N. J.

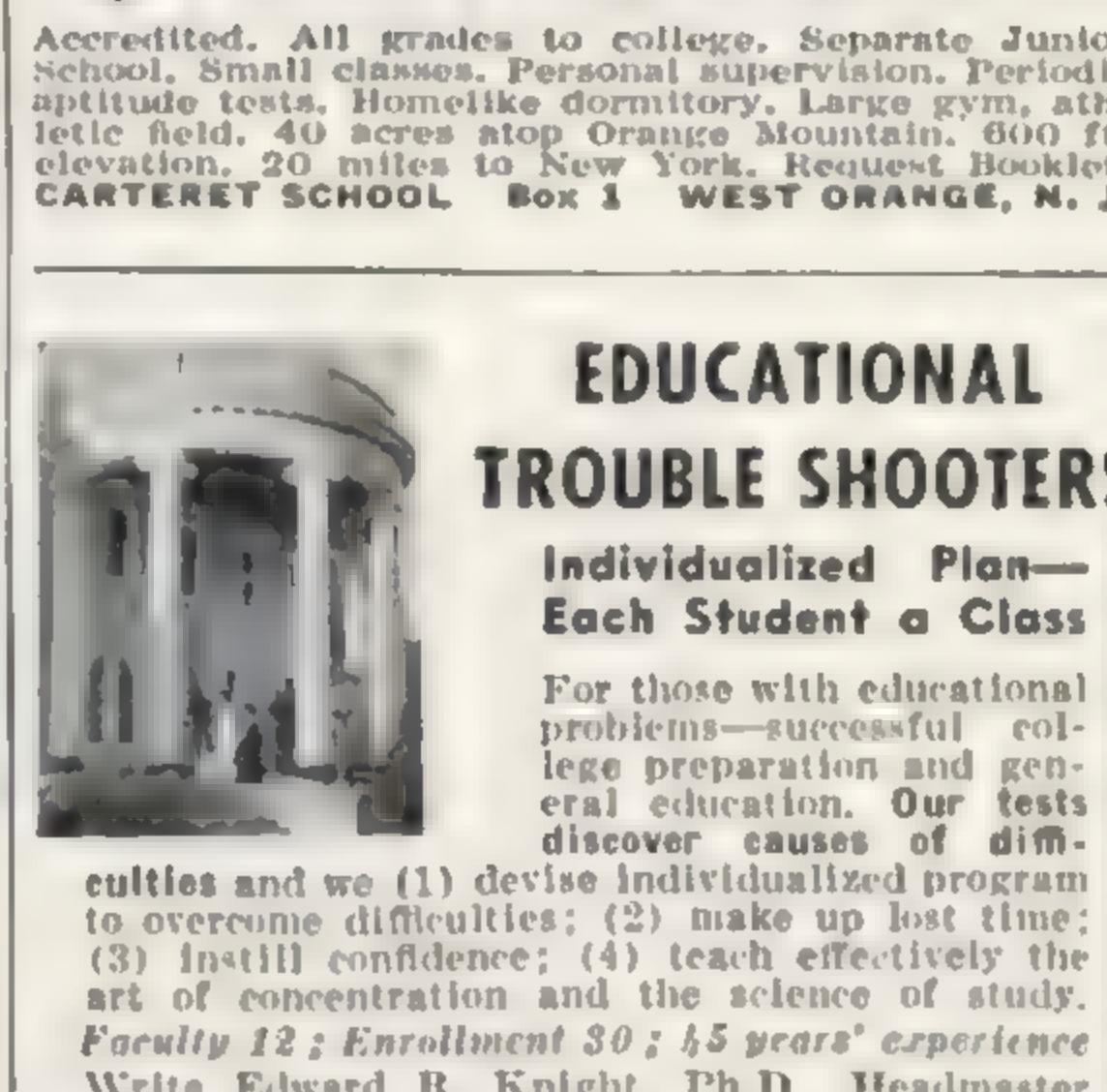
EDUCATIONAL TROUBLE SHOOTERS

Individualized Plan—Each Student a Class

For those with educational problems—successful college preparation and general education. Our tests discover causes of difficulties and we (1) devise individualized program to overcome difficulties; (2) make up lost time; (3) instill confidence; (4) teach effectively the art of concentration and the science of study.

Faculty 12; Enrollment 30; 45 years' experience. Write Edward R. Knight, Ph.D., Headmaster

OXFORD ACADEMY
Box K-93, Pleasantville, N. J.



Boys' Schools

JUDSON SCHOOL, ARIZONA

Western ranch school with high scholastic standing. In warm, dry climate. Riding, polo, tennis, swimming, trips. Balanced studies and recreation. Boys 6-18. Accredited. Booklet, J. T. FIELD and H. T. WICK. DIRECTORS, BOX 1431, PHOENIX, ARIZONA.

BLACK-FOXE MILITARY

Approved by particular parents. Accredited college prep—all grades through high school—in healthful climate. High standards. Small classes, individual progress. Year-round outdoor sports, expert coaches. Catalog, 650 N. WILCOX, LOS ANGELES 4, CALIF.

MISSOURI MILITARY ACAD.

and separate Junior School. 4th grade thru high school. Fully accredited. R.O.T.C. Complete guidance program. All sports. Riding. Golf. 30-acre lake. 5 athletic fields. 200-acre campus. Catalog. COL. C. R. STRIBLING, 861 MAIN ST., MEXICO, MO.

WENTWORTH MIL. ACADEMY

72nd Yr. 4 Yr. High School. Separate 2 Yr. College. St. ROTC, CAA Flying. All accredited. Heart of America. Large Gym. Indoor pool. All sports. Riding. Marksmanship. Summer School. Catalog. COL. J. M. SELLERS, 961 WASH. PLACE, LEXINGTON, MO.

KEMPER MILITARY SCHOOL

High School and Junior College—107th year. Accredited education with military training. ROTC. Small classes. Varied cultural program. Sports for all. Swimming pool. New stadium, gym. Free Catalog. DIR. OF ADMISSIONS, 161 THIRD ST., BOONVILLE, MO.

WESTERN MILITARY ACAD.

Facility accepts responsibility for academic success, inspires self-confidence, awakens interest. College prep. Grades 8-12. Athletic, social program. Riding. Indoor pool. Senior ROTC. 73rd year. Catalog. COL. R. L. JACKSON, BOX V-6, ALTON, ILL.

MORGAN PARK MILITARY

Complete development of every boy. Fully accredited college prep. High academic standards. ROTC. Sports. 15 miles from Chicago's advantages. Lower School, 78th year. Catalog. COL. C. L. JORDAN, BOX 661, MORGAN PARK, CHICAGO 43, ILL.

CULVER MILITARY ACADEMY

8th grade. Thorough college preparation. Junior College. Emphasis on physical, intellectual, moral stamina. Exceptional facilities. On Lake Maxinkuckee. All sports. Leadership training. Senior Advanced ROTC. Band. Catalog, 610 PERSHING DR., CULVER, IND.

HOWE MILITARY SCHOOL

Thorough academic training in spiritual environment. Accredited college prep, business. Potential Achievement Rating gives individual goal

Boys' Schools

MERCERSBURG ACADEMY

Grades 9-12. Graduates outstanding in college. On every U.S. Olympic team since 1900. All classes in new bldg. Public speaking, remedial reading, 300 acres. Summer session. Est. 1836. Catalog. C. S. TRIPPETT, PH.D., Box V, MERCERSBURG, PA.

WESTTOWN

A Friends' School. Prepares boys and girls for college under the moral and spiritual standards of Quaker education. Grades 7-12. Graduates in over 100 colleges. Est. 1799. Catalog. Box 150, WESTTOWN, PA. 125 miles from Philadelphia.

Any of the schools listed here will be glad to send you complete information about their courses and fees.

WROXETER-ON-SEVERN

Grades 1-8. Small country school near Annapolis. Accredited. Art, music, expression, French, shop, Real home environment. Sports, riding, sailing, Summer camp. MAJOR GEORGE HALL DUNCAN, Box 228, ARNOLD, MARYLAND.

McDonogh School

One of the Nation's best equipped college preparatory schools for boys. Also business and vocational preparation. Grades 1-12. Small classes. Endowed. Semi-military. Separate dormitories for younger boys. Year-round sports. 30 horses, 5 gymnasiums, pool. 825 acres. Visitors welcome. 12 miles from Baltimore. Write for catalog. Major Louis E. Lamborn, Box 209, McDonogh, Md.

VALLEY FORGE MILITARY ACADEMY

"At the Nation's Shrine" Prepare your boy to enter leading colleges and at the same time be trained to qualify for a commission in the Armed Services. Fully accredited, highest academic standards. College Prep. and Jr. College, ages 12-20; all sports. Arty., Cav., Infantry, Band, Senior Division ROTC. Catalog. Box H, Wayne, Pa.

PENNSYLVANIA Military Preparatory

Fully accredited—all colleges. Teaches how to study. Small classes. Friendly teachers. Guidance program. Character Training. ROTC, highest Gov't rating. Two athletic fields. Swimming. All sports. Band. 130th yr. On main line Penn. R.R. Catalog. C. R. Moll, Dept. 13, Chester, Pa.

Fishburne MILITARY SCHOOL

Continuously accredited since 1897. Grades 8-12, 73rd Year. Comprehensive individualized counseling. ROTC, highest Army rating. Activities programs. For catalog and View Book, address: Colonel Morgan H. Hudgins, Box V-2, Waynesboro, Virginia.

DO YOU HAVE A SON

— who does not know "How to Study"? — who lacks ambition? — who has lost time in school? — who doesn't concentrate? — who needs individual instruction? Accelerated remedial Summer Session—accredited. Send for achievement records of graduates.

Phone, visit or write
THE WARREN SCHOOL
Box 706, Olney, Maryland

STAUNTON

where character is formed

BASIC COURSE RESERVE OFFICER TRAINING by U. S. Army Instructors

RIVERSIDE MILITARY ACADEMY

Health and recreation assured in Spring and Fall in Georgia and Winter at Riverside by the sea. Florida—two complete school plants each with 200 students. Fully accredited for admission to all colleges. Also Post Graduate Academy. Separate School Year or long, grades 3-8. Constant association with selected teachers who live and eat with cadets. Weekly reports. Highest official Army rating. Progress GUARANTEED. Moderate rate (no extra). For illustrated catalog, address:

GENERAL SANDY BEAVER, Pres., Box 906-V, Gainesville, Georgia

6 MONTHS IN BLUE RIDGE MOUNTAINS • 3 WINTER MONTHS NEAR MIAMI

Boys' Schools

STUYVESANT SCHOOL

A small and distinctive school with excellent spirit. Accredited college preparation. Grades 5-12. An understanding faculty builds solid academic habits. New gym. Summer school. Near Washington. Catalog. D. A. WILLIAMSON, Box V, WARRENTON, VA.

THE BAYLOR SCHOOL

58th year. College prep. Accredited scholarship. Boys 12-18. Semi-military. Endowed awards. Ideal location. New gym. Championship athletes. Non-sectarian religious guidance. Summer camp. Box 8-15. Catalog. 112 CHEROKEE, CHATTANOOGA, TENNESSEE.

CASTLE HEIGHTS MIL. ACAD.

Mr. R.O.T.C. High School, Junior School. Prepares for College & Gov't. Academies. 17 modern bldgs. Swimming pool. Summer School. Non-profit. For Catalog and "22 Points", address: COL. H. V. ARMSTRONG, PRES., LEBANON (near Nashville), TENN.

COLUMBIA MILITARY ACAD.

12 buildings, 9 built by U. S. Gov't. Fully accredited. R.O.T.C. Preparation for Gov't Academies, Jr. School. All sports. Large new gymnasium with tiled pool. 50-acre land. Summer School & Camp. Write for catalog. DEPT. V, COLUMBIA, TENNESSEE.

GEORGIA MILITARY ACADEMY

COLLEGE PARK, GA. (8 MI. FROM ATLANTA) Winter and Summer School. Prep School—Junior College—Separate Junior School. Senior R.O.T.C.—Aviation. Accredited. Highest Gov't. Rating. Write to COL. W. V. BREWSTER, PRES.

DARLINGTON SCHOOL

For Boys. Fully accredited. Individualistic instruction—high scholastic standards. Christian influence. In foothills Lookout Mt. range. Boys grouped by age, size for sports. Lake, Dairy, Farm, etc. address: C. R. WILCOX, PH.D., PRES., Box V, ROME, GA.

FORK UNION MILITARY ACADEMY

Our ONE SUBJECT PLAN of Study

Has increased number of honor roll students by 50%. develops concentration. Fully accredited. ROTC highest rating. 16 modern bldgs., 2 spacious gyms, pool, excellent health record. Upper School, grades 8-12. Separate Jr. School 1-7. ONE SUBJECT PLAN booklet and catalog.

Dr. J. C. Wicker, Box 906, Fork Union, Va.



"TAKE IT TO THE BIG BOY"

AUGUSTA

★ MILITARY
★ ACADEMY
★ FT. DEFIANCE
★ VIRGINIA
Colonel Charles S. Roller, Jr., Principal.

BOLLES

Fully accredited. Distinguished academic record. Upper, lower schools, grades 8-12. New conference-type classrooms. Guidance, remedial reading. Varsity and intramural sports for all in healthful Florida climate. Year-round golf, tennis, sailing, Pool. Military or naval training. Summer school. Catalog: Registrar, Box 5037-V Jacksonville, Florida

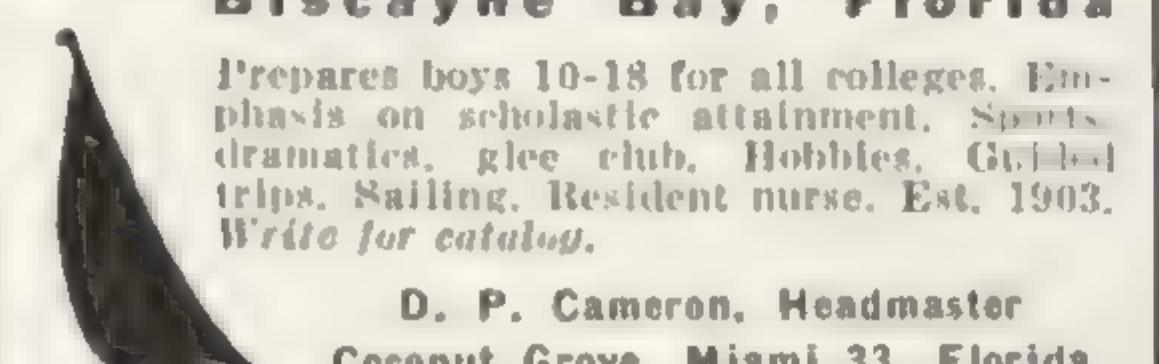


RANSOM SCHOOL

Biscayne Bay, Florida

Prepares boys 10-18 for all colleges. Emphasis on scholastic attainment. Sports, dramatics, glee club, Hobbies. Guided trips. Sailing. Resident nurse. Est. 1903. Write for catalog.

D. P. Cameron, Headmaster
Coconut Grove, Miami 33, Florida



Boys' Schools

Special Schools

BOWDITCH INSTITUTE

Specializing in children with epileptic or psychological disorders. Ages 2-18. Small group. Home environment. Licensed by Maryland Division of Hospitals. Write for booklet. HENRY L. BOWDITCH, PH.D., M.D., RUXTON, BALTIMORE 4, MARYLAND.

BRETT SCHOOL

IN THE FOOTHILLS OF THE POCONOS Intensive, highly individualized personal training for a small group of girls. For information write: CATHERINE V. BRETT, M.A., DIRECTOR, DINGMANS FERRY, PENNSYLVANIA.

THE BROWN SCHOOLS

Special attention given to educational & emotional difficulties. Four units. Full time Psychologist. Registered nurses. Pool. Fireproof building. Ranch. Camp. PAUL L. WHITE, M.D., F.A.P.A., MEDICAL DIR., BERT V. BROWN, DIR., Box 4008, AUSTIN, TEXAS.

Coeducational

MORNINGSIDE SCHOOL

A day school for boys and girls, opposite Columbia University. Small classes of 6 students, emphasizing individual attention. Grades 7 through 12. Preparation for H.S. diploma or college. ROBERT V. DIXON, 518 W. 114 ST., NEW YORK 25, MO 2-3109.

UXEDO PARK

A boarding school for children, ages 7-14. Beautiful estate 32 miles from N. Y. Five- and seven-day boarders. Accredited. Prepares for leading secondary schools. Music, Art, Dancing, Shop, Skating, Sports. PHILIP POTTER, Box G, TUXEDO PARK, N. Y.

OAKWOOD SCHOOL

A Friends School. Grades 8-12. Accredited college prep and general courses. Coed. Supervised work program. Sports. Skillful guidance. Country location 70 mi. N.Y.C. Moderate rates. DEAN V. C. CLARK, PRINC., Box 21, POUGHKEEPSIE, N. Y.

INDIAN MT. & INDIAN VIEW

Brother-sister schools in the Berkshire foothills. Grades 4-8. Separate buildings, home life. Separate team sports, etc. Coed classes & appropriate activities. Graduates in leading boys' & girls' preparatory schools. WM. DOOLITTLE, HOM., LAKEVILLE, CONN.

SANFORD SCHOOLS

For boys & girls 3-18. Accredited college preparation. 170 acre farm near Wilmington. Also summer school and work camp. Riding. Intramural sports. Music, art, dancing. ELLEN Q. SAWIN & PHILIP Q. SAWIN, DIRECTORS, HOCKESSIN 1, DELAWARE.

SOLEBURY SCHOOL

Small friendly school for Boys and Girls 12-18. Separate classes for girls. Coeducational classes. Thorough preparation for college. Accredited. Art, Music, Dramatics, Sports. Near N. Y. C. & Phila. W. P. O'BRIEN, HEAD, Box G, NEW HOPE, PA.

KEYSTONE JUNIOR COLLEGE

2-yr. accredited A.A. diploma. Coed. Liberal arts, sec. 1, med. sec. 2, pre-nursing, business training. L. M. T. Ad. sports. Endowment. Moderate rate. Fall term Sept. 17. Near Scranton. Catalog. BLAKE V. TEWKSBURY, PRESIDENT, LA PLUME, PA.

PINE CREST SCHOOLS

FT. LAUDERDALE & HILLSBORO SHORES Accredited. Coeducational. Nursery thru high school. Resident, day. Tutoring for winter visitors. Art, music, languages. Pool. Sports. Catalog V. MRS. MAR MCMILLAN, FT. LAUDERDALE, FLORIDA.

ELGIN ACADEMY

Prepares for leading colleges. Grades 7-12. Small classes, excellent faculty. Coeducational. Gymnasium, pool, art gallery. Music, dramatics, sports. Near Chicago. Endowed. Est. 1870. Catalog. EDWARD P. DROSTE, 223 ACADEMY PLACE, ELGIN, ILL.

QUARTER CIRCLE V BAR RANCH SCHOOL

Boys & girls 8-18. On 40,000-acre working cattle ranch. Accredited by examination Phoenix High School. Horse for each student. Healthful climate. PHIL CHAS. H. OUNE, JR., DIRECTOR, MATER, ARIZ.

CHADWICK SCHOOL

Coeducational Country Day and Boarding School Situated on Palos Verdes Peninsula about 25 miles south of Los Angeles.

Grades 1-12, fully accredited. Member California Association of Independent Schools.

Summer School, July 6-Aug. 16 Commander and Mrs. Joseph H. Chadwick, Dirs.

Tutoring

THE TUTORING SCHOOL

of New York offers Complete college preparatory programs. Validating tests in all subjects. Individual instruction exclusively. 28th year at 74 EAST 55TH ST. Request Catalog. PL 5-6666.

Post-Secondary

BARMORE

College-Level Programs Liberal Arts—Practical Career Courses Terminal or Senior College Transfer Accelerated Courses for College Graduates. Placement, Day & Resident, 15 EAST 70 STREET, NEW YORK 21.

Teacher Training

NATIONAL COLLEGE OF ED. Thorough Preparation for Teaching Nursery School, Kindergarten, Primary and Upper Elementary Grades. Professional School with College Atmosphere. September, February, June and July terms. Box 12-G, EVANSTON, ILL.

Colleges & Universities

BARRY COLLEGE

Conducted by the Sisters of St. Dominic. Fully accredited. B.A. and B.S. degrees. Education, business, music, fine and applied arts, 2-year sec. 1. Beautiful campus. New bldgs. Catalog. DEAN, 11330 N.E. SECOND AVE., MIAMI 38, FLA.

FLORIDA SOUTHERN COLLEGE

Fully accredited. Coeducational. A.B., B.S. degrees. Art, music, business, pre-medical, home ec., teacher training, citrus culture. Endowed. Sports. ROTC. Frank Lloyd Wright bldgs. 60th year. Catalog. LUCILLE M. SPIVEY, PRES., BOX V, LAKELAND, FLA.

U. OF CHATTANOOGA

Coed. Fully accredited. A.B., B.S., B. MUS., M.A. degrees. Lib. Arts; Bus. Adm., S. sci. Educ. Music. Two year courses, pre-professional, home ec., sec. 1, sec. 2, 3-yr., retailing. R.O.T.C. Endowed. DIR. ADM., 419 E. OAK ST., CHATTANOOGA 3, TENN.

MISSISSIPPI WOMAN'S

Accredited. Liberal arts. B.A., B.S., B.M. Scholarships. Christian character emphasized. Fine Arts, Sec. 1. Teacher training. Religious education. Sports, swimming. Delightful Gulf coast climate. Base rate \$500. DR. L. E. HOUSE, PRES., BOX V, HATTIESBURG, MISS.

SAINT MARY-OF-THE-WOODS

Accredited standard college. B.A., B.S. degrees. Music, art, commerce, journalism, home ec., teacher training, speech, radio. Spacious campus. Archery, tennis, riding. Early registration advised. Catalog. Box 81, SAINT MARY-OF-THE-WOODS, IND.

PENNA. MILITARY COLLEGE

Coordinates academic and military. Senior ROTC. Degrees in engineering, arts, sciences, business admin. Social program. Accelerated program: graduation in 3 yrs. Enter June, Sept., 130th yr. Catalog. DEAN OF ADM., DEPT. V, CHESTER, PA.

Maryland College FOR WOMEN

Established 1853. A.B., B.S. Degrees. Liberal Arts, Mdse., Sec. Sci., Home Ec., Dietetics, Music, Drama, Kind. Tr. All Sports. Riding, Sailing. Advantages nearby Baltimore, Annapolis, Washington. Enrollment 31 states. Catalog. Box 6-V, Lutherville, Md.

MARYMOUNT COLLEGE

West Los Angeles 24, California Conducted by the Religious of the Sacred Heart of Mary. Accredited Liberal Arts College for women. A.B., B.S. Degrees. Home Ec., Pre-Nursing, Commerce, Bus. Adm., Education, Music, Art and Apparel Merchandising. Resident and day students.

Foreign study:

Paris, Rome, Quebec, Rio de Janeiro.

Call LE 2-7500

For detailed and impartial advice on private schools.

Music

WESLEYAN CONSERVATORY AND SCHOOL OF FINE ARTS

B. Mus. in Piano, Violin, Organ, Voice, Music Ed. B.F.A. with major in Theatre Arts, Radio, Speech Correction. Coed. Catalog. DORIS O. JELKS, DEAN, 185-V COLLEGE STREET, MACON, GEORGIA.

Fine & Applied Arts

VESPER GEORGE

School of Art. Offers a 3-year diploma course in the fields of Advertising, Fashion Industry, Interiors, Illustration, Fine Arts. Est. 1924. Enter June, Sept., Jan. Catalog. REGISTRAR, 44 S. BOSTON STREET, BOSTON 16, MASSACHUSETTS.

Modern School

OF FASHION AND DESIGN

Comprehensive courses: Costume Design; Retailing, with field work; Interior Design & Decoration; Advertising Art & Copy-writing. Part-time courses also. Optional accelerated schedule. Begin June or Sept. Licensed by Com. of Massachusetts Dept. of Education. Directors: Carolyn L. Dewing; Donald Smith Fieley. 687 Boylston St., (Box 51), Boston 16, Massachusetts.

RHODE ISLAND school of design

A senior college where liberal education and specialized training are combined. Professional courses in apparel design and construction following industrial methods. Adv. and Indus. design. Textiles. Interior, architecture, landscape arch. Painting, Illustration, sculpture, ceramics, fashion illustration. Coed. Endowed. Est. 1877. 24 buildings. Non-profit. 100 faculty. 750 students. B.F.A. and B.S. degrees. Folder. 12 College St. Providence 8 R. I.

PARSONS School of Design

A non-profit institution of higher learning

SUMMER SESSION July 6—August 17

Courses in Advertising Design; Costume Design and Illustration; Interior Design; Illustration and Flat Design; Teacher Training. B.S. degree through N.Y.U. Summer session includes refresher courses for teachers and professionals. Also sessions in Europe and Mexico. Catalogues on request.

Box V, 136 East 57th St., New York 22, N. Y.



PREPARE FOR GREATER- THAN-EVER OPPORTUNITIES IN THE FASHION WORLD

Choose the career that offers stimulating work and top salary and choose the school that assures you of the finest, most modern fashion training. Under the personal direction of EMIL ALVIN HARTMAN, America's Foremost Fashion Instructor and Style Authority. Individual analysis and planning of your studies to fit you for your proper place in this all-important profession. Fashion Design—Design for Stage and Screen—Styling—Buying—Merchandising—Pattern Drafting, Cutting—Draping—Fashion Illustration. Request School Book 4. Early registration is necessary to gain admission to resident school for Fall and Winter classes.

fashion academy

School of Famous Graduates
812 Fifth Ave. (62nd) New York 21, N. Y.

Please send me book "Fashion Career Courses"

Resident School Book 4 Home Study Book 4H

Name _____

Address _____

Fine & Applied Arts

MARYLAND INSTITUTE

1825 BALTIMORE, MD. 1951
Courses in Fine Arts, Teacher Training, Advertising and Costume Design, Interior Decoration, Stage Craft, etc. Rinehart School of Sculpture. Catalogue on request.

ABBOTT ART SCHOOL

Fine and commercial art. Adv., Fashion Illus. Textile, Interior Design. Life, Water Color. 2 and 3 yr. certificates. B.F.A. degree. Summer session. GI-approved. 27th yr. Catalog. ANNE F. ABBOTT, Box V, 2013 EYE ST., N.W., WASHINGTON 6, D.C.



NATIONAL ART SCHOOL

Professional instruction in every branch of fine and commercial art. Summer classes. Air-conditioned building. Outdoor painting. 37th yr. Catalog on request. 2041 Massachusetts Ave., N.W., Washington, D.C.

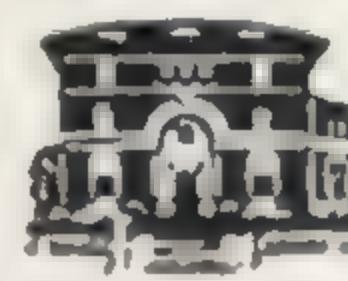
NEW YORK SCHOOL OF INTERIOR DECORATION

SUMMER SESSION

SIX WEEKS' PRACTICAL COURSE
Starts July 9th. Faculty of leading decorators. Period and modern styles. Send for Catalog S
HOME STUDY COURSE starts at once. For those who cannot come to New York. Send for Catalog C
515 Madison Avenue, New York 22, N.Y.

Whitman School

Interior Decoration



and Design.
Window Display—Drapery Making—Upholstery
State Licensed • Free Placement Bureau
CLASSES NOW FORMING • Day & Eve.
170 RIVERSIDE DRIVE (89th ST.) N.Y. 24
Trafalgar 3-1200 Request Catalog 30

advertising design,
fashion illustration,
interior architecture
and design.

jamesine franklin
school of
professional arts, inc.
est. 1937

dept. b, 460 park ave., new york 22

TRAPHAGEN SCHOOL OF FASHION FOR RESULTS

TRAINING HERE PAYS LIFE DIVIDENDS

Intensive SIX WEEKS' Summer Courses
Day, Evening & Saturday. Register Now
EVERY BRANCH OF FASHION, INTERIOR DECOR, DISPLAY
Top honors for 27 years. Professional methods
for beginners or advanced in Fashion Illustration,
Drawing, Life, Design & Clothing Construction.
Regents' Credits. Our Graduates in
Demand! Sales Dept. Free Placement Bureau.
Saturday Morning Classes for Juniors
Send for free Circular 1 or Phone CO 5-2077.
TRAPHAGEN, 1680 Broadway (52 St.) N.Y. 19



Individual Instruction
Co-ed. Register now.
Request Booklet G.
229 W. 36 St., N.Y. 18

Successful careers
in the fascinating
fashion field!

DESIGNING
COSTUME SKETCHING
GARMENT
CONSTRUCTION
PATTERNMAKING
GRADING • DRAPING
MILLINERY

McDOWELL SCHOOL

1876-1951

Outstanding reputation for fashion training. Practical methods and techniques. Emphasis on individual development with careful, competent placement. Designing and Styling, Sketching, Pattern Making, Draping, Model Making, Dress-making, Tailoring and Millinery.

Summer Courses

73 West 45 St., N.Y. 19 • LU 2-1366

Fine & Applied Arts

MOORE INSTITUTE OF ART

School of Design for Women. 106th yr. Artist-Instruction. Diploma & degree courses in Adv. Art, Art Ed., Fashion Design & Ill., Interior & Textile Design, Painting & Ill. Crafts. Dormitories. Catalog. 1340 N. BROAD ST., PHILADELPHIA 21, PA.

AD-ART STUDIO SCHOOL

Practical Commercial Art and Fashion Illustration exclusively. Intensive 2-yr. diploma course. Professional artist instructors. G.I. approved. Limited enrollment. Free placement. 21st year. Catalog. E. V. HUTTON, DIR., BESSEMER BLDG., PITTSBURGH 22, PA.

ATLANTA ART INSTITUTE

Formerly The High Museum School Of Art
Fine and Adv. art. B.F.A., M.F.A. degrees. Interior
decoration, design. Ceramics. Correct lighting.
Summer session. Catalog. ROBERT S. ROGERS, DIR.,
Box V, 1262 PRACHTREE ST., N.E., ATLANTA, GA.

RINGLING SCHOOL OF ART

20th year. Painting, Illustration, Com'l Art, Fashion
Arts, Interior Design. Faculty of outstanding artists.
Students use Ringling Museum and Circus. Outdoor
classes. Dormitories. Low cost. For Catalog, address:
GEO. O. KAISER, JR., EXEC. SECY., SARASOTA, FLA.

MIAMI ART SCHOOL

Solid, sound training. Fine and Commercial Art.
Interior design, fashion illustration. Full or half
time, day and evening classes. 1-, 2-year diplomas
courses. G.I. approved. Write BYRON NEWTON,
DIR., 1822-E BISCAYNE BLVD., MIAMI 38, FLORIDA.

ART INSTITUTE OF PITTSBURGH

Unusual placement service obtains positions for graduates.
Many student-commissions. Diploma courses—18
months—in advertising illustration, fashion art, dress design and interior decoration.
Postgraduate 3rd and 4th year illustration.
Practical individual instruction. Own 8-floor building.
30th year. Catalog V. WILLIS SHOOK, Director
635 Smithfield St. Pittsburgh 22, PA.

TEMPLE UNIVERSITY

offers Fine Arts with
Academic Curriculum

Degree of Bachelor of Fine Arts
Bachelor of Science in Education
Master of Fine Arts

Painting, sculpture, carving, bronze casting, graphic arts, industrial design, ceramics, jewelry, commercial art, advertising layout, costume design, music, modern dance, theatre arts, science of painting.

PHILADELPHIA 26, PA.

TYLER SCHOOL OF FINE ARTS

Home Study

It's Quick, Easy, Fun To Learn A LANGUAGE by LINGUAPHONE

At home, quickly, easily, correctly master German, French, Spanish, Russian, any of 29 languages including the Asiatic through Linguaphone World's Standard Conversational Method. Over one million home-study students. Send for FREE book. Courses approved for VETERANS' Training

LINGUAPHONE INSTITUTE
9306 Rockefeller Plaza, New York 20, N.Y.

A FASCINATING, MONEY-MAKING

art career can be yours

Prepare at home for high-paying art jobs

America's 12 Most Famous Artists Show You How

Norman Rockwell Al Parker
Jon Whitcomb Ben Stahl
Stevan Dohanos Robert Fawcett
Peter Helck Austin Briggs
Harold von Schmidt John Atherton
Fred Ludekens Albert Dorne

MILAN STUDIO

SCHOOL OF FINE AND APPLIED ART
Fashion Illustration, Dress Design, Commercial Art,
Interior, Layout, Lettering, Poster, Painting, and
Composition. Veteran Approved. Catalogue on request.
330 SOUTH SCOTT STREET, TUCSON, ARIZONA.

ELIZABETH KARDOS

FASHION INSTITUTE, INC.
Est. 1910. Practical Courses in Sketching, Pattern
Making, Draping, Tailoring, Dressmaking, Millinery.
Approved for Veterans. Write for Catalogue.
1373 ECLID AVE., CLEVELAND 15, OHIO.

LAYTON SCHOOL OF ART

Painting, Illustration, Advertising Design, Fashion
Illustration, Photography, Dress Design, Industrial
and Interior Design. Faculty of professional artists.
32nd year. Summer, Fall, Spring. Catalog. DEPT.
661, 738 N. JEFFERSON ST., MILWAUKEE 2, WIS.

THE INSTITUTE OF CHICAGO

Summer School. Fine
Arts, Advertising, In-
terior, Dress Design
Degrees. Diploma.
June 23—August 3.
Catalog, Box 89, Michigan at Adams, Chicago 3

AMERICAN ACADEMY OF ART

PRACTICAL courses in all branches of Commercial
and Fine Art, Drawing, Painting, Fashion Illustration,
Story Illustration, Advertising Illustration, Ad-
vertising Layout, Lettering. Individual instruction.
Faculty with international reputations.
Summer term begins June 18th

FRANK H. YOUNG, Director
Dept. 661, 25 East Jackson Blvd., Chicago 4, Ill.

CHICAGO ACADEMY of FINE ARTS

DIRECT PROJECT TRAINING
Dress Design • Fashion
Illustration • Interior
Decoration • Cartooning
Art Essentials • Commercial Art
Illustration • Drawing • Painting.
Day, Eve., Sat. and Sun. Classes.
Write for free Catalog—5
1850 MICHIGAN AVE., CHICAGO 3, ILLINOIS

Finishing School

ACADEMIE MODERNE

"VILLA AL MARE" SUMMER SCHOOL

Exclusive 8 week finishing course to develop poise
and personality at Beverly Farms, Mass., on the
North Shore waterfront. Includes fashion and photo
modeling, posture, grooming, make-up, drama, dancing,
sports, social activities. Write for Catalog V.

ALSO 2 WEEK BRIEFER-VACATION PLAN
For college, theatre or career girls.
35 COMMONWEALTH AVE., BOSTON 16, MASS.

We invite you . . .

When you are in New York we invite
you to call at our offices—a few
steps from Grand Central—to discuss
your school problem with us.

VOGUE'S SCHOOL BUREAU
420 Lexington Ave., New York 17

Home Study



FAMOUS ARTISTS COURSE

Dept. 68-T, Westport, Conn.
FREE Send book about your home study art course.
Name _____
Street _____
City, State _____

Drama, Radio, Television

LELAND POWERS

SCHOOL OF RADIO AND THEATRE
Comprehensive 2-year course in Radio—Television—
Theatre. Fully equipped radio studios and Little
Theatre. Faculty of professionals. Coed. Write for
catalog. 23 EVANS WAY, BOSTON 15, MASS.

FRANCES ROBINSON-DUFF

FAIR AS "A TEACHER OF STARS"
Prepares you for a professional career in 9 months.
Stage, Screen, Radio, Television. Enroll now. Private
instruction. Booklet V. 235 EAST 62ND STREET,
N. Y. 21. TE 8-0011.

AMERICAN ACADEMY OF DRAMATIC ARTS

Foremost institution for Dramatic Training. Essential
preparation for Theatre, Radio, Television, Teaching &
Directing. Room 251, CARNEGIE HALL, N. Y. 18.

**SUCCESS results from
experience & training**



4 stages: complete radio & television
studios; Touring Co.; MA, BA & non-
degree work: acting, set design,
directing, writing, administration.

TODAY write Gen. Mgr. for more info
COLLEGE OF THEATRE ARTS
36 S. El Molino Pasadena 1, Cal.

Retailing

RETAILING—FASHION

School of Distributive Education (R. P. I. Wm. & Mary College). Trains personnel workers, buyers and
teachers of retailing and fashion. Women's dorms.
Minimum expense \$700. For viewbook, address:
DIRECTOR, 222 SHAFFER ST., RICHMOND 20, VA.

TOBÉ-COBURN

SCHOOL FOR FASHION CAREERS

Learn merchandising, advertising, from experts. One
Year Course for college girls. Two Year Course for
high school graduates. Store work with pay. Begins
Sept. 5. Catalog V. 851 MADISON AVE., NEW YORK 21.

CHAMBERLAIN

A PROFESSIONAL SCHOOL OF RETAILING
Merchandising, promotion, personnel, fashion copy
display. 2-year course for college age girls. Training
in Boston stores. Residence clubs. MURKIN,
V. COX, 739 BOYLSTON ST., BOSTON 16, MASS.

FASHION CAREERS

Train for interesting jobs in buying, fashion reporting,
etc., in school equipped like dept. store.
1-year course for girls with one or more years of
college. 2-year course for high school graduates
includes liberal arts. Both courses include supervised
store work with salary.

Ask for Catalog V and Graduates' Job List.

LABORATORY INSTITUTE
OF MERCHANTISING
45 West 34th Street New York 1

RAY-VOGUE

(No connection with Vogue Magazine)

Fashion Merchandising, Buying, Modeling,
Dress Design, Millinery, Interior Decoration,
Fashion Illustration, Commercial Art, Advertising,
Photography, Window Display. Individual advancement. Coed. Attractive school
residence for girls. G.I. approved. Dept. 206.
ENTR.—June 4, July 9, Aug. 6 and Sept. 10.
750 NORTH MICHIGAN AVE., CHICAGO 11.

Modeling

THE BARBIZON SCHOOL

Attractive, qualified girls prepared for careers as
fashion or photographic models. Selective acceptance
standards. Free use of Barbizon Agency. Residence
service. Request catalogue A. HELEN FRAYER.
DIRECTOR, 570 FIFTH AVE., NEW YORK 19, N. Y.

Where LEADING MODELS . . . Career Girls

Get Their Start! *Patricia Stevens*

COAST-TO-COAST SCHOOLS—CASTING AGENCIES

Graduates among highest paid cover
girls, models, television talent. Many
other fascinating careers! Complete
professional course, charm and ca-
reer courses. Resident schools coast
to coast—also 12-week home study
course. Mail coupon for free booklet.

Nat'l Hdqrs—State-Madison Bldg.
22 W. Madison St. Chicago 2, Ill.

Franchise Branches: Hollywood,
Philadelphia, Minneapolis,
Dallas, St. Louis, Detroit,
Kansas City, Mo.,
Milwaukee, Indiana,
Cincinnati.

SECRETARIAL & BUSINESS

GRACE BALL SCHOOL

SAN FRANCISCO BY THE GOLDEN GATE
Secretarial and Business courses for college women
and high school graduates. Effective Placement
Service. Ask for catalogue: Registration Secretary,
58 BUTTER STREET, SAN FRANCISCO 4, CALIF.

MISS HICKEY'S SCHOOL

For Secretaries. Prepares young women for preferred
positions. Faculty of university women with practical
experience. Many positions open to graduates. Write for
"Secretary Wanted" & Cat. Miss MARGARET
HICKEY, 554 SKINNER BLVD., ST. LOUIS 5, MO.

BERKELEY SCHOOL

Intensive, comprehensive secretarial courses for high
school graduates, college women. Distinguished faculty.
Placement service. New Term June 25. Catalog.
ASSISTANT TO DIRECTOR, 420 LEXINGTON AVE.,
N. Y. C. 17; WHITE PLAINS, N. Y.; E. ORANGE, N. J.

THE MOON SCHOOL

SECRETARIAL. Personality Development Course for high
school graduates develops poise, prepares for good
positions. 6, 8, 10 months. Short courses for college
women. Placement. 51st yr. Ask for catalog V.
Mrs. WM. T. MOON, 321 FIFTH AVE., N. Y. C. 17.

Katharine Gibbs

BOSTON 16
90 Marlborough St.
CHICAGO 11
51 East Superior St.
NEW YORK 17
230 Park Ave.
MONTCLAIR, N. J.
33 Plymouth St.
PROVIDENCE 6, R. I.
135 Angell St.

Outstanding training for
high school and private
school graduates. Special
course for college women.
Resident facilities. Catalog:
Associate Principal.

Wood Select Secretarial School
One- and two-year courses, with cultural
subjects for High School graduates
who wish to prepare for interesting,
well-paying positions. Course
for college women. Placement service. Dormitory.
72nd year. Enroll now for July or September.
Asst. Registrar, 125 Park Ave. (100 E. 42 St.
opp. Grand Central), N.Y. 17. MU 6-1560

NEW YORK BUSINESS SCHOOL
A Select Secretarial School
BEGIN ANY TIME INDIVIDUAL INSTRUCTION
Business Administration, Secretarial, Accounting,
Stenographic, Foreign Shorthand & Languages
for High School and College Graduates. Review
Courses. Day & Evening. Placement. Catalog.
Summer Session — Shorthand & Typewriting
June, July & August
11 West 42nd Street, N. Y. 18 WI 7-9757

**SCHOOL OF BUSINESS PRACTICE & SPEECH
—IN RADIO CITY**
Secretarial Course for College Graduates,
four months; high school graduates, eight
months. Speech instruction for business
and social needs. College group—June 25th.
RKO Bldg., 1270 6th Ave., N.Y. 20 CO 5-3261

Bryant College

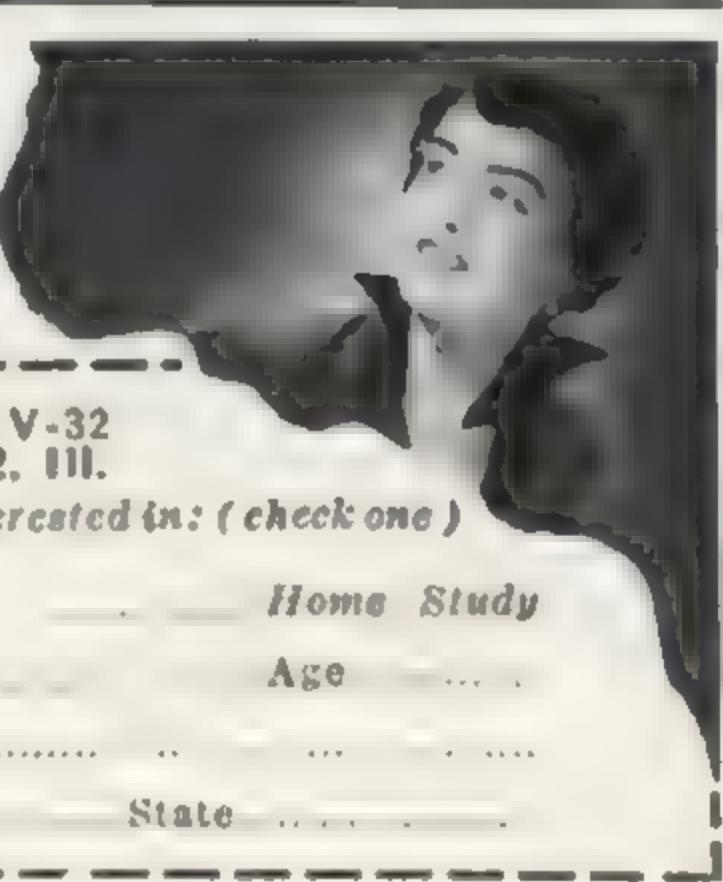
A COLLEGE GIRL
HAS A HEAD START
IN BUSINESS

Many business firms come
straight to Bryant College when
they need to fill an important
vacancy. Bachelor of Secretarial
Science degree in only
two years. Concentrated one-
year degree course for college grads. Majors in Merchantizing,
Advertising, Medical Secretarial and
Executive Secretarial.

Lifetime placement service. Traditional college life
on tree-shaded campus. Social and athletic activities.
Attractive dorms. Coeducational. 88th year. For catalog
address Registration Secretary.

BRYANT COLLEGE Providence 6
Rhode Island

Modeling



SECRETARIAL & BUSINESS

BARD-AVON SCHOOL

One and two year Secretarial, H.S., and college women.
Dramatic Arts, Radio and TV (coed) separately
or in combination. Placement. Residence. Classes
Sept., Feb., July. Est. 1892. DIRECTOR, R.M. 10.
905 N. CHARLES ST., BALTIMORE 1, MARYLAND.

THE PAN-AMERICAN SCHOOL

A SECRETARIAL SCHOOL FOR GIRLS
Completes eight-month secretarial course. Est. 1926.
Occupies its own modern building. Classes begin
June, Sept., Feb., Free placement service. Catalog.
S. QUINN, 913-915 W. GRACE ST., RICHMOND 20, VA.

Webber College

Founded 1927 by
Mrs. Roger W. Babson

Retailing • Secretarial • Investments
One and two year courses January
through May on Florida campus, following
practical paid experience and study
at home; optional fall quarter in residence.
Sports, sailing, private lakefront
beach. Catalog.
PALMER T. HOGENSON, PH.D., PRES.,
BOX V. BABSON PARK, FLORIDA.

Medical Technology

DELL SCHOOL

Of Medical Technology. Complete course in Lab. Tech.
Basal Met. & EKG. Reg. with Amer. Med.
Technologists. X-ray course 6 mos. Criminology 1 yr.
Coed. G.I. approved. Free placement. New classes
July 2. Write: DELL, 49 BROADWAY, ASHEVILLE, N. C.

Medical Assistants

LAWTON SCHOOL

Training Discriminating Young Women for Professional
Careers since 1938. Medical & Dental Assistants.
Club Residences. Advance reservations required.
Request free Catalog 5. M. MURRAY LAWTON, M.D.
D.M., 8475 BEVERLY BLVD., LOS ANGELES 18, CAL.

EASTERN SCHOOL

FOR PHYSICIANS' AIDS

Medical Assistants, X-ray or Lab Technicians trained
by Physicians for Physicians. Also, Dental Assisting
Course. Est. 1936. Coed. Fall Term, Sept. 17. Write
for free Catalog V. 667 MADISON AVE., N. Y. 21.

Prepare in 6 to 10 mos. for position as

MEDICAL ASSISTANT LABORATORY TECHNICIAN X-RAY TECHNICIAN

Call, write or phone BU 8-2294

Paine Hall Send for Bkit. S
1008 Fifth Ave.
(82d St.) N. Y. 28
Licensed by N. Y. State & VA approved

Hotel Training

Hotels Call for Trained Women

Defense needs mean nation-wide opportunities and a
sound, substantial future for trained women in hotels,
clubs, restaurants, defense housing or cafeterias, officer's service clubs. Fascinating field; quick advancement.
You can qualify at home, in leisure time or through resident training. Previous experience proved unnecessary. Placement Service FREE of extra
charge. Write for FREE book, 35th Year.

Course approved for Veterans' Training.

LEWIS HOTEL TRAINING SCHOOL
Room TL-6212 Washington 7, D. C.

Dietetics

Be a DIETITIAN!

IN ONE YEAR. Short, intensive course qualifies
you for position as Dietitian in hospitals, hotels,
schools, railroads, food mfrs., etc. Day or Eve.
Co-ed. Available to G.I.'s. Age no obstacle.
Licensed by N. Y. State. Faculty supervised residences.
Free Placement Service. Ask for Catalog 4.

NEW YORK INSTITUTE OF DIETETICS

660 Madison Av. at 60th, N. Y. Tel. TE 8-8600

Airline Hostess School

McConnell Airline School

Hostess-Stewardess-Reservationist-Training
1030 Nicollet Ave. • Rm. V-61 • Minneapolis, Minn.

NAME _____ AGE _____

ADDRESS _____

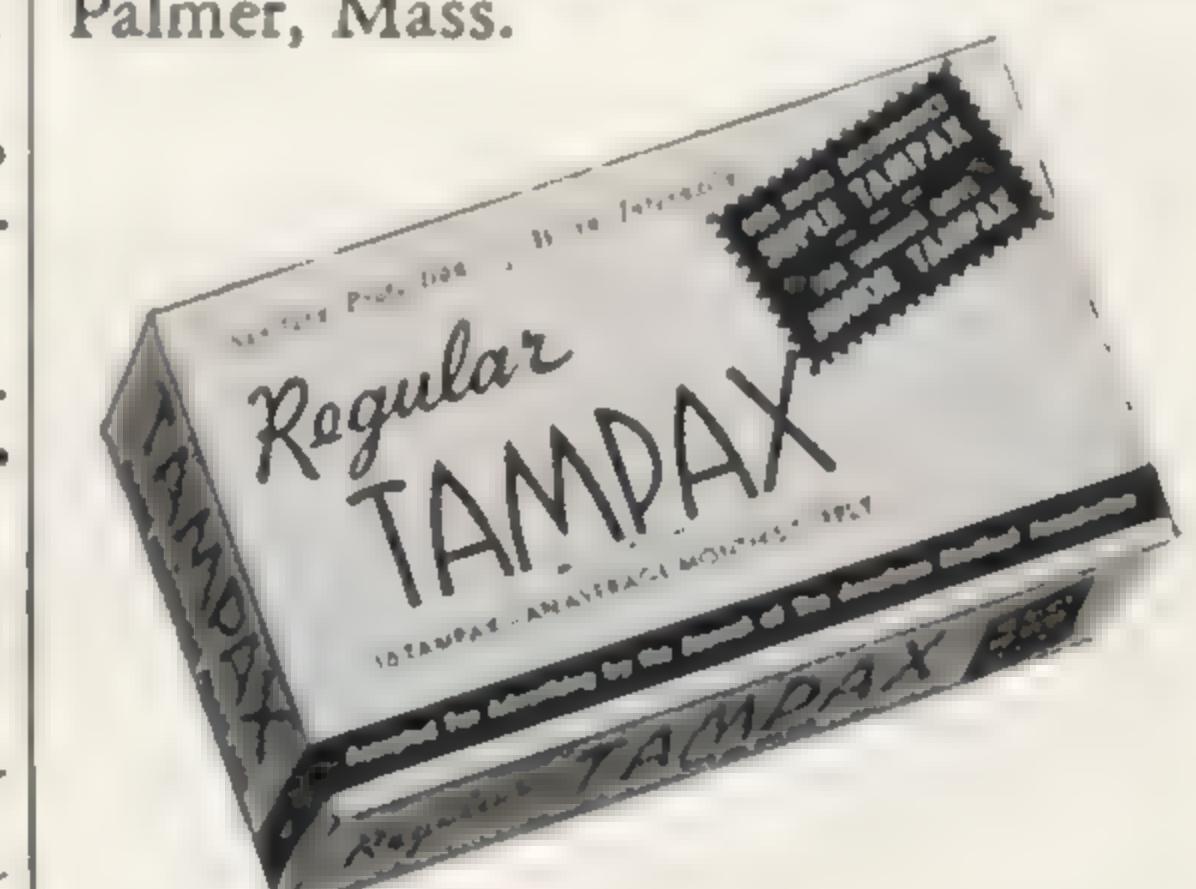
Free Catalog



Really grown up she feels now. It's the first time her mother has asked the daughter's advice about anything as important and personal as monthly sanitary protection. "You seem so gay and unconcerned on those days. What is the secret?" her mother had said. The girl's answer contained just one word—"Tampax."

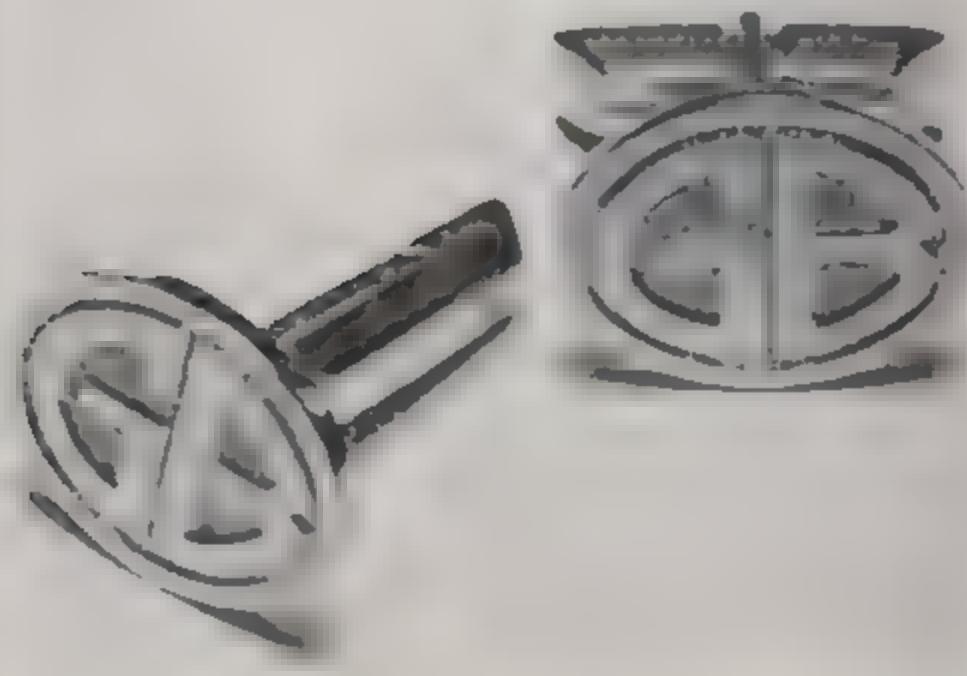
Doctor-invented Tampax is not designed for any class or group, but for women generally. Its *internally absorbent* principle is greatly appreciated among college students, secretaries, nurses, housewives and others who must move about, mix with shopping crowds, etc. . . . Tampax consists of pure surgical cotton contained in slender applicators for easy insertion. No belts, no pins—no odor or chafing.

Remember, you can't feel the Tampax while wearing it. No bulges or edge-lines under summer dresses or swim suits. Quick to change—easy to dispose of. . . . Sold at drug and notion counters in 3 absorbency-sizes: Regular, Super, Junior. Month's supply goes into your purse. Tampax Incorporated, Palmer, Mass.



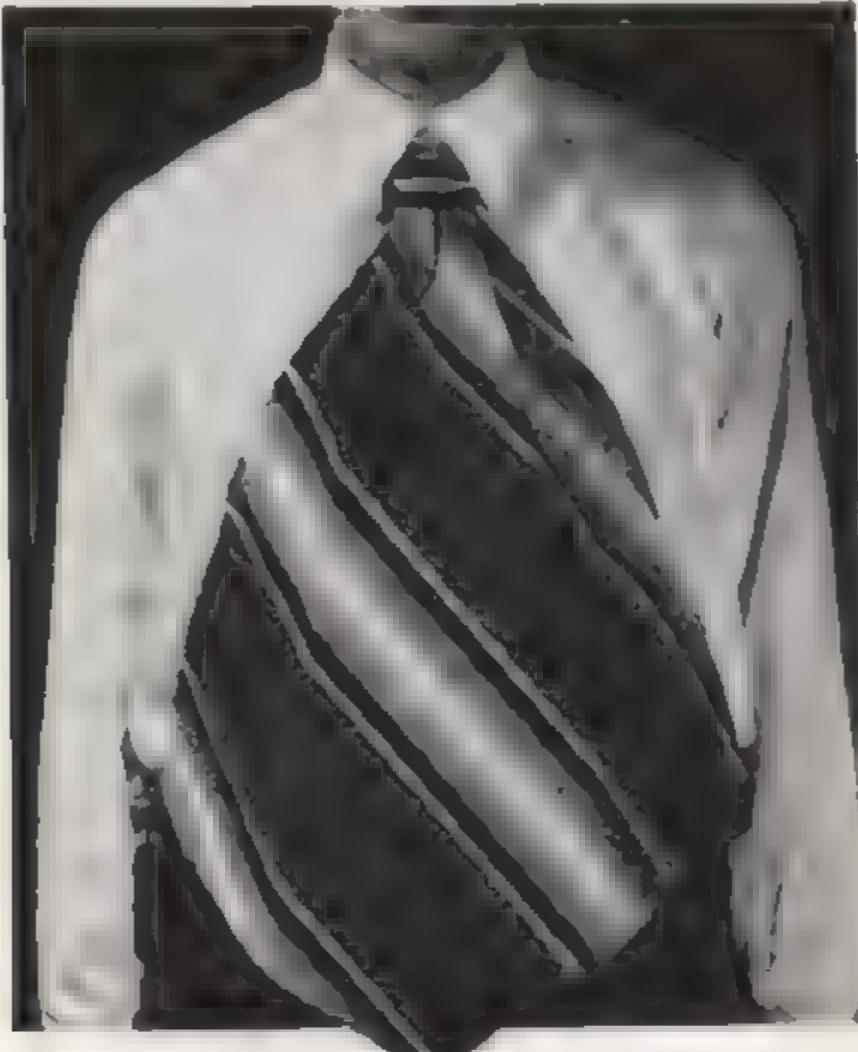
Accepted for Advertising by the
Journal of the American Medical Association

SOLID GOLD for Father's Day



Remember Father with a gift he'll wear proudly for years! Heavy-weight, 14-Karat solid gold cuff links are personalized with hand-carved, raised, block letters. Choice of two or three letter monogram. Send initials with check or money order. **\$45** incl.

YASNER & SON, Jewelers
22 Green Street, Newark 2, New Jersey



DRIBBLE TIE!

This monstrosity was patterned after a tie (ugh!) which my Cousin William gave me for Christmas. It's ghastly, but effective, in combinations of bilious colors. Made of awning material, with a Windsor Knot, and adjustable neck-band. When you're not scaring the kiddies with it—you can open it out to form a protective dribble-bib or a repulsive locking bar apron. It's absolutely irresistible. **\$1.50.** Postpaid (No C.O.D.s).

Send for free Catalog of Smart Bar Accessories

the GAME ROOM
1538 Connecticut Ave., N.W., Washington 6, D.C.



A unique gift for Graduation, Father's Day—or any day for any Golfer!

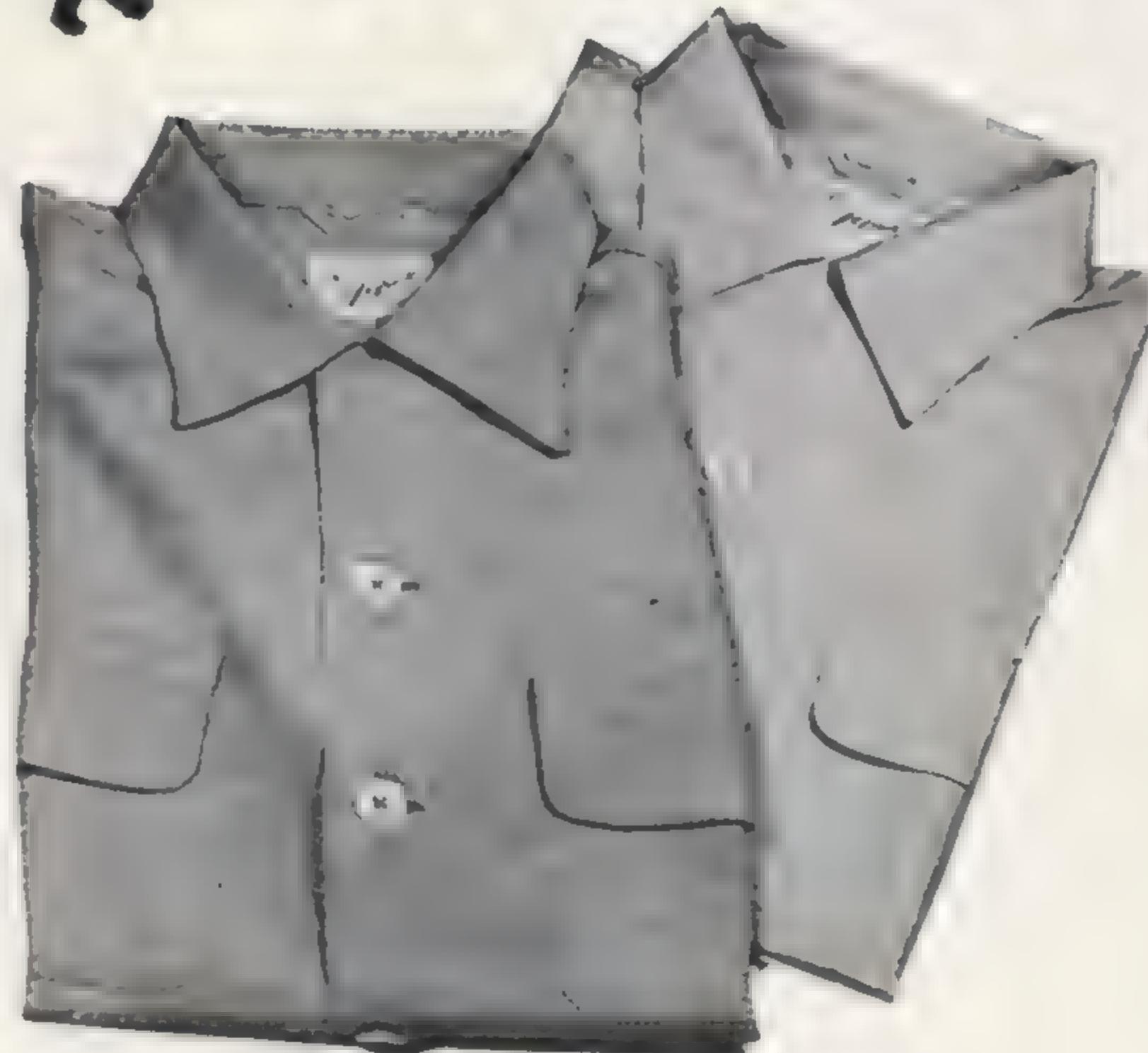
This splendid **Golf Ball Marker** stamps owner's initials clearly and permanently into golf balls for positive identification in play. Precision-made of finest steel to give a lifetime's faultless service. Heavily plated in finest chrome. **\$3.95** postpaid. (No C.O.D.s.) Specify 3 initials when ordering.

Send for free catalog
"The Perfectionist's Guide to Gift Buying."

Camalier & Buckley
Tine Leatherware

1141 CONNECTICUT AVE., (V), WASHINGTON 6, D.C.

SHOP HOUND



FOR SPORTSMEN, one, or many, of the things here.

Left: Two handsome shirts for sports and

after-sports by Alfred of New York.

Far left: Short-sleeved shirt (tennis, anyone?)

of raw silk and rayon, **\$12.50**; Saks Fifth.

Left: After tennis, thin silk Shantung shirt,

\$20; Bergdorf Goodman; George Stinchfield, Nantucket.

FOR SAILORS, swimmers, or anyone near the water, tailored jacket of waffle piqué lined with terry cloth. In red or blue monkey print, or all red, white, or sky blue; small, medium, large, or extra large. **\$25**; Shields, 15 E. 60th.

TROUT FANCIERS might welcome these:
Tapered nylon fly line, 30 yds., **\$9**;
B. F. Gladding, South Otselic, N. Y.
Cowhide kit with scales, ruler, knives,
\$11.95 ppd.; Camalier & Buckley,
1141 Conn. Ave., Washington, D. C.



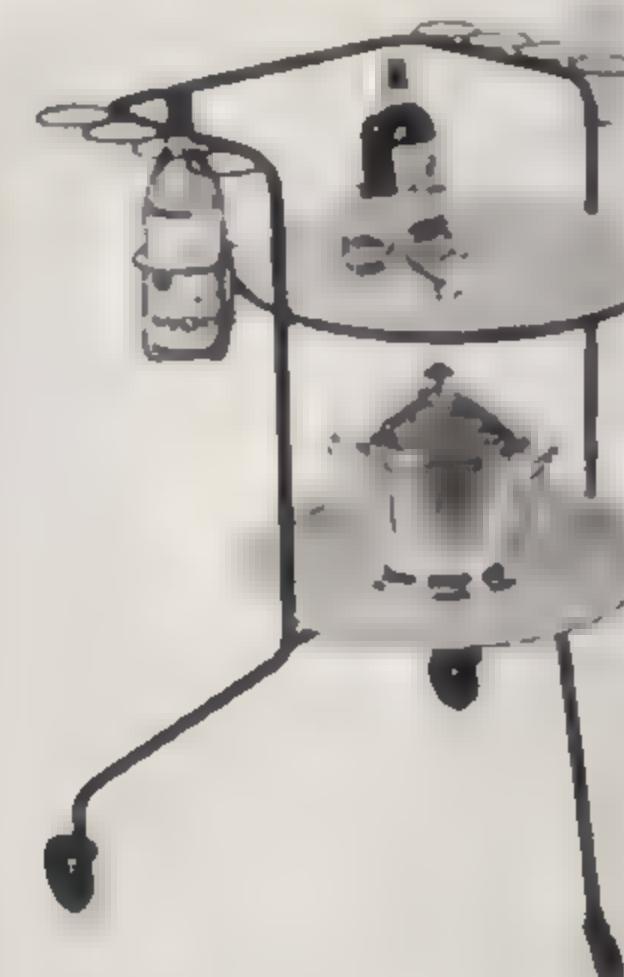
GOLFERS, being, like postmen, of the opinion that "neither snow, nor rain . . . stays them from their appointed rounds" might be glad of rain accoutrements like these: Handmade golf moccasins, of waxed English calfskin, silk-stitched, waterproofed. **\$27.50**; Tyrol, 50 W. 46 St.

English golf umbrella of plaid cotton with seat-handle, plastic cover, **\$27.50**; Abercrombie & Fitch, 360 Madison Ave.

For rain-soaked fairways, spiked golf rubbers in a case that fits the pocket of a golf bag, **\$5.95**; Mark Cross, 707 Fifth.



MIEHLMANN



IN TOTING ICE from pantry to terrace, a man may be helped by this light cart—three wheeled—with birchwood trays. **\$24.95** ppd.; at Brook's Bar Corner, 30 E. Baltimore Street, Baltimore, Md.

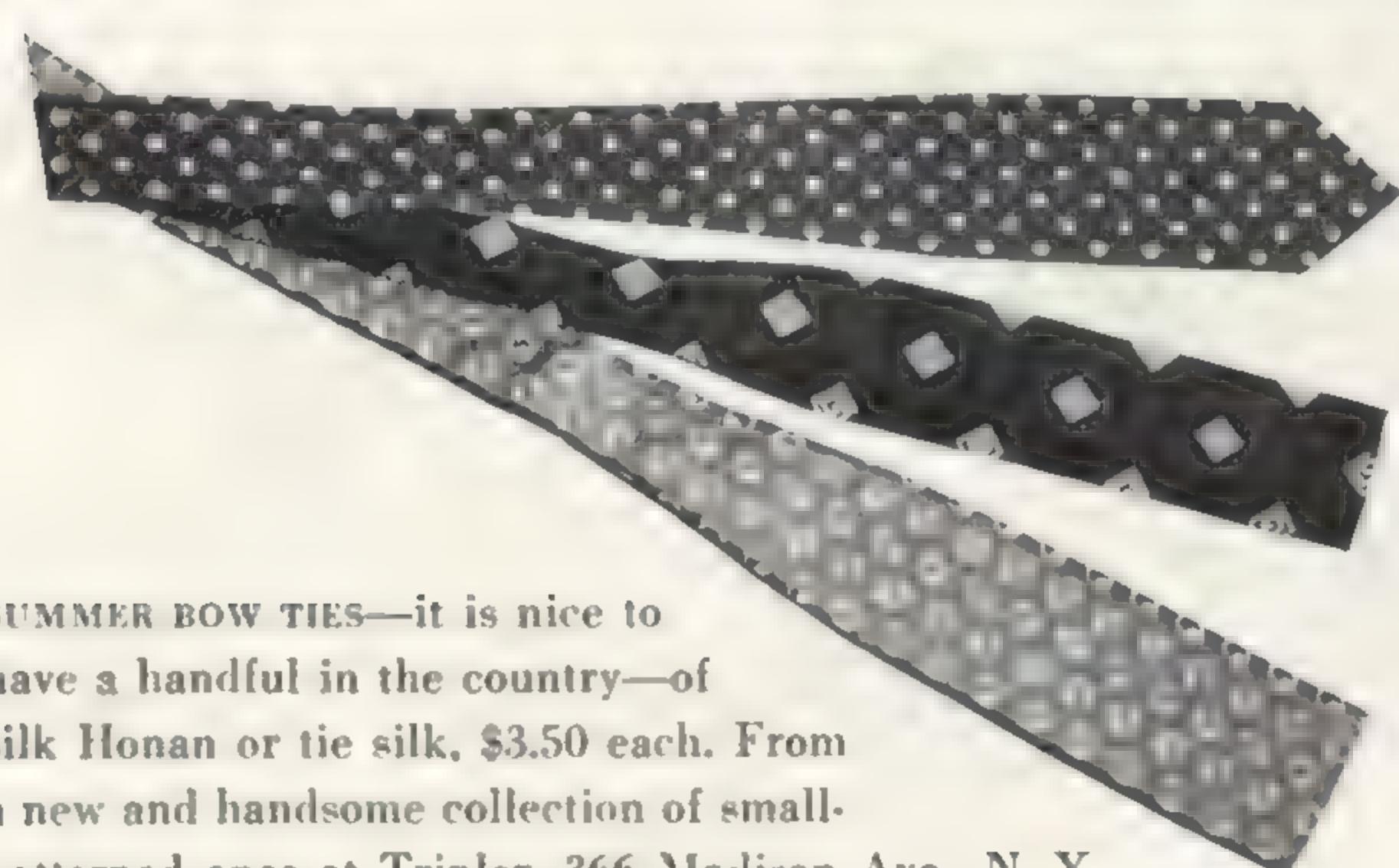
FOLLOWS THE MEN



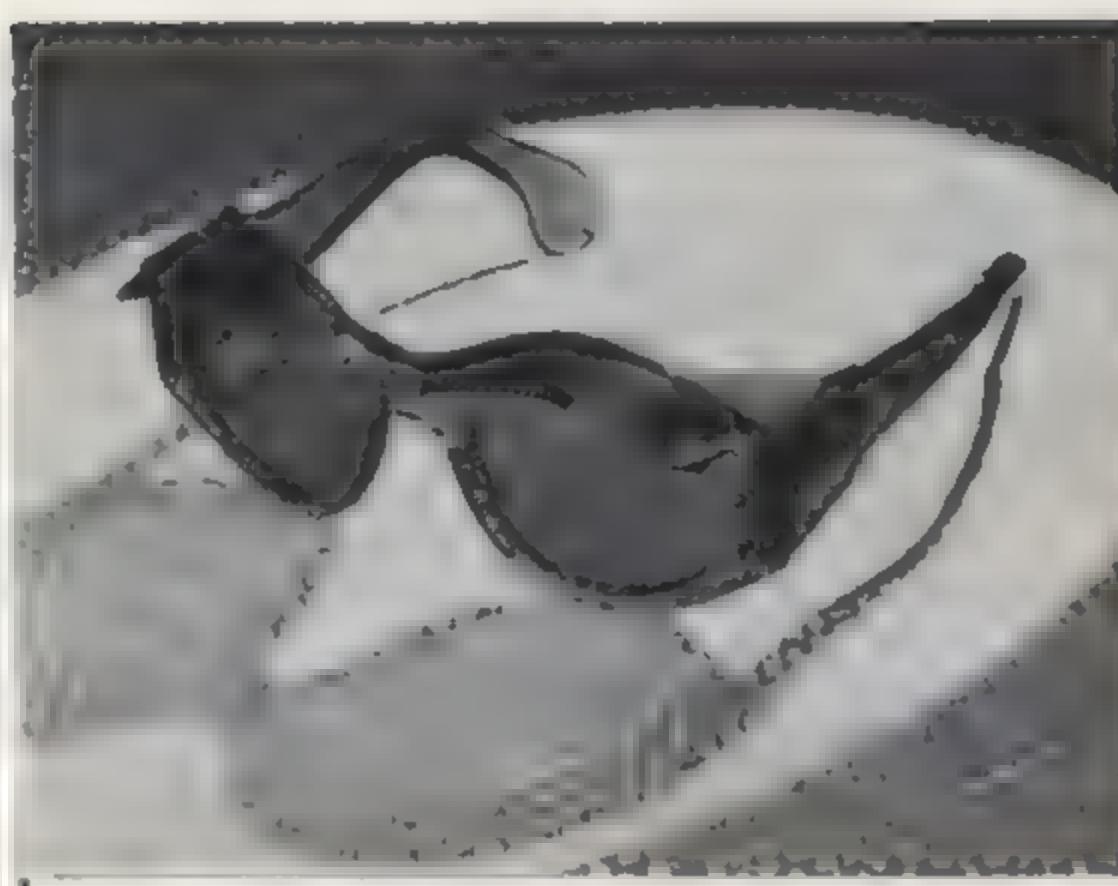
GOOD COMPANIONS for the beach: yellow jacket, like an abbreviated dressing gown, of rayon crash. Also in navy blue or white. \$18.50. Denim espadrilles in blue or red with Neolite soles. \$4 a pair. All, Tripler, 366 Madison Ave., N. Y.



POLO SHIRT of Aertex, the very porous weave of cotton that lets breezes in, is highly absorbent. A man might buy several to go with slacks, tennis shorts. In blue, grey, or tan, with white; small, medium, large, extra large. \$6.50; from Whitehouse & Hardy, 695 Fifth Avenue, N. Y.



SUMMER BOW TIES—it is nice to have a handful in the country—of silk Honan or tie silk. \$3.50 each. From a new and handsome collection of small-patterned ones at Tripler, 366 Madison Ave., N. Y.



**IMPORTED
FROM FRANCE
EXCLUSIVE WITH US.**

A NEW type of visor goggle for HIM and HER, equipped with front and rear visors and side shields. Keeps out wind, dust and glare—gives your eyes a nice cupped-in feeling. For driving, fishing, boating, beachwear, etc. Ground and polished CALOBAR Green lenses—distinctive & practical. Complete with case—\$9.50 FULL REFUND if not satisfied.

Mail Orders filled at once.
Lenses ground to prescription, if desired.

BELZ, OPTICIANS

2 East 4th St., Dept. V., New York 17, N. Y.

Our BLUE DENIM Jacket



Here's our new version... in faded blue denim. It's a conservatively tailored jacket... in a three-button University model with center vent. Sizes 37-44, regular, short, long... \$15

U. S. mail orders prepaid

Whitehouse & Hardy

695 Fifth Avenue (at 54th Street)
New York 22, N. Y.

Shields

15 East 60 New York 22

COOLEST RAW SILK

our fly front long sleeve shirt	\$2.5
golf trousers	\$3.5
country caps	\$8.50
navy, natural, brown or coral	

Now also by the yard 40" wide, \$6.50 yd.
Send for color swatches



FAMOUS STABLE COLORS

Horse lovers can brighten their collection with this imported four-piece set representing the stables of H.M. King George VI, Princess Elizabeth, Winston Churchill and the Aga Khan. Detachable jockeys are garbed in authentic colors.

Set of four: \$7.50, postpaid
No C.O.D.'s please

Military Miniatures

America's Foremost Miniature Figure Shop
1384 Lexington Ave.
New York 28, N. Y.
Catalogue sent upon request



Great Father's Day Gift!

MUSICAL JUG

Pick it up and you hear "Little Brown Jug". Brown glazed pottery, 9 inches high, holds full quart. Cork stopper, gay tassels. Great for home bar \$7.95 or club room.

P. P. paid in U. S. Send check or M. O.

HAMBURGERS

Baltimore 1, Maryland

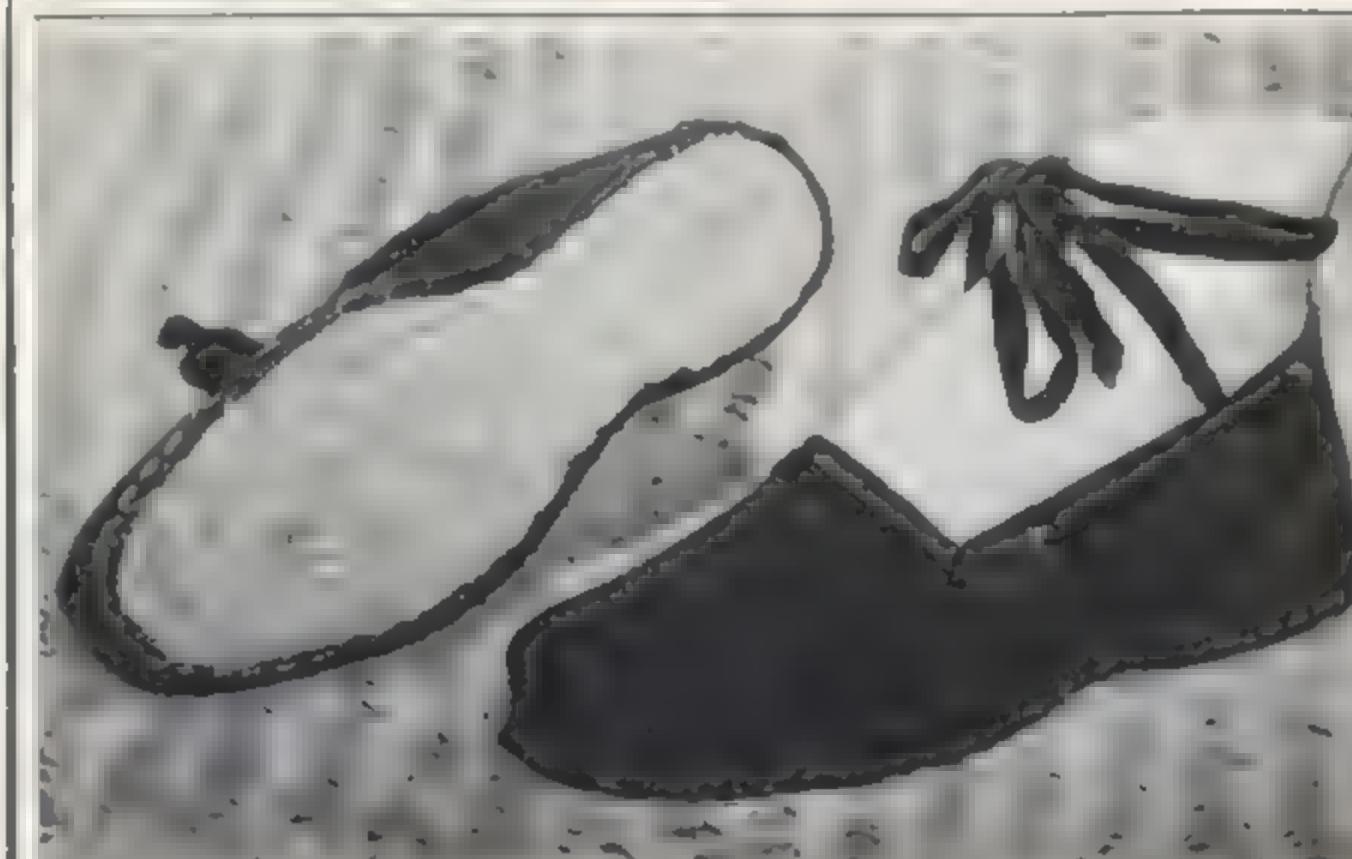
ESPADRILLES \$2.60

For Men and Women Postpaid

**WONDERFUL FOR
SQUARE DANCING**

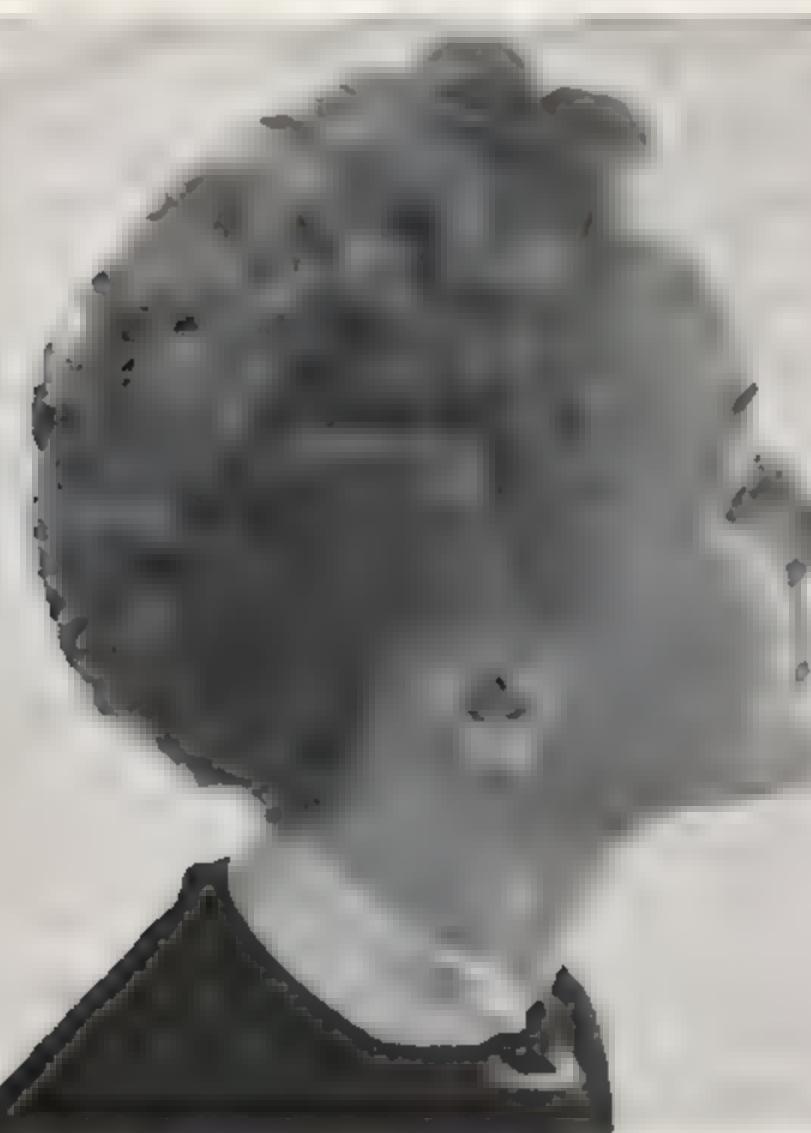
Sturdy, flexible cotton uppers: red, blue, green, brown, black, white. Tough fiber soles. Full sizes 4-11. Send stocking foot print and shoe size. Sorry, no C.O.D.'s. Dept. V6 N. Y. C. Residents add Sales Tax

FRED LEIGHTON, INC.
15 E. 8th St., New York 3, N. Y.
1514 Wisconsin Ave., Wash. 7, D. C.



For Tennis, Boating, Casual Wear

Enrico Caruso
hair stylist



"The Brutus Cut" ... by Enrico

A classic coiffure with a feminine air. Cool, easy-to-care-for ... delightful for now through summer.

Hair Styling \$5.00

Tailored Permanent...from \$20.00

5 Tudor City Place, N. Y. C. MU 4-1851
Across from United Nations

REDUCE

KEEP SLIM AT
HOME WITH
RELAXING,
SOOTHING
MASSAGE!

For Greatest Benefit
in Reducing by Massage

USE Electric
Spot Reducer

with or without electricity. Also used as
an aid in the relief of pains for which
massage is indicated.



This remarkable new invention uses one of the most effective reducing methods employed by massagers and turkish baths—

MASSAGE

With the SPOT REDUCER

you can now enjoy the

benefits of RELAXING

SOOTHING

massage in

the privacy of your own

home! Simple to use—just

plug in, grasp handle and

apply over most any part

of the body—stomach, hips,

chest, neck, thighs, arms,

etc. The relaxing sooth-

ing massage breaks down

FAT-TY TISSUES, tones

the muscles and flesh, and

the increased awakened

blood circulation helps

carry away waste fat—helps you regain

and keep a firmer and more graceful figure. When you use the Spot Reducer, it's

almost like having your own private mas-

seur at home. It's fun reducing this way!

The SPOT REDUCER is handsomely made of light

weight aluminum and rubber and truly a beautiful

investment you will be thankful you own. AC 110 volts.

TRY THE SPOT REDUCER
10 DAYS FREE IN YOUR OWN HOME

Mail this coupon with only \$1.00 for your SPOT REDUCER on approval. Pay postman \$8.95 plus delivery—or send \$9.95 (full price) and we ship postage prepaid. Use it for ten days in your own home. Then if not delighted return SPOT REDUCER for full purchase price refund.

SPOT REDUCER CO., Dept. E-556
318 Market St., Newark, New Jersey

Please send me the SPOT REDUCER for 10 days trial period. I enclose \$1.00, upon arrival I will pay postman only \$8.95 plus postage and handling. If not delighted I may return SPOT REDUCER within 10 days for prompt refund of full purchase price.

Name _____
Address _____
City _____ State _____
□ **SAVE POSTAGE**—check here if you enclose \$0.95 with coupon. We pay all postage and handling charges. Same money back guarantee applies.



"Shop with Confidence in Europe"

by Clara Thornhill Hammond

"A SHOPPER'S BAEDEKER"

1,000 addresses • 9 countries

It will save you time, money
and shoe leather!

\$2.50 plus 10¢ postage

THE MARCHBANKS PRESS—114 E. 13th St.
NEW YORK, N. Y.



SMALL-FRY SCOTTIE

to make you the favorite of your favorite little lassie. Hand-sewn hem and charming linen bring out the best in this real imported plaid skirt with white poplin top. The Scottie dog is cross-stitched in matching colors. It's truly unique and the Scottie's silver-chain leash attaches to a penny-wise coin purse that has a slit pocket all its own in the belt. SIZES 1 to 8. \$19.95 postpaid. Plaids come in Green & Blue or Green & Red. Send check or money order. Calif. res. add 3% tax. No C.O.D.'s please.

My Darling Daughter

■ 374 Waverley Palo Alto, Calif. ■



Which is YOUR PROBLEM?

MARGUERITE BENSON has proved to thousands of women that "ILLSHAPED LEGS ARE NOT INHERITED." Use her original and unique Method in your Home with successful results. FOR MEN, WOMEN, and CHILDREN. No C.O.D.'s. Send \$5.00 for your copy of *SLENDER LEGS HOME METHOD*. Add 25¢ for postage.

SOOTHING AND MEDICATED

FOOT—LEG—SKIN PRODUCTS

SPECIAL SKIN OIL FOR THE ENTIRE BODY

Quick absorbing—for dry and chapped skin
\$1.75 pt. fd. tax

OXYGEN
FOOT-BATH
POWDERS

Soothing,

invigorating,

1 doz. \$1.75

FOOT-LEG
PROTECTOR

Superb softener.

Use before and after

shaving the legs.

\$1.50 & \$3.30

SPECIAL FORMULA FOR SENSITIVE-ACHING FEET. Helps remove calluses, corns. Heals cracked skin & Athlete's Foot. \$1.50 & \$3.30

FOOT-TREASURE COMPLETE TREATMENT—SET \$3.50 & \$6.00 Inc. Fed. Tax. Add 25¢ for shipping. No C.O.D.'s. Write for free catalog.

MARGUERITE BENSON

135 East 58th St., New York 22 • MU 8-4917

SHOP

GARDEN EQUIPMENT. Of navy-blue denim, lumber jacket, cap, and wrap-around skirt, to fit 24 to 36 waist. (Send waist measure.) Skirt, \$7.35; cap, \$1.75; jacket, \$7. Set, \$15. In sailcloth, \$20 the set. From the Carmel Valley Patio Shop, Robles Del Rio, California.



BRIGHT PROSPECT for summer dresses: rhinestone jewellery, light and lacy. Choker, \$9; bracelet—run velvet through it for choker—\$4.50; earrings, \$1.50. Also in emerald, ruby, topaz colours. Hilde, Harrington Park, N. J.



BLACK-AND-WHITE prints of the old-fashioned steam coach and American Express make amusing designs for these English china ash trays. For a library or terrace. Set of 4, \$3.25. Kathleen Weller, Box 386, Bryn Mawr, Pa.

THE SOFT SHELL

BY MACKEY



shell pump with Louis heel, fully lined with kidskin, all in one piece. In Suede: Black, Navy, Brown—in Kid: Black, Navy, Red, Russet—also White Linen, Toyo Straw, Black Patent. **1295**

Rosette

Pennington

20 East 56th Street PL 9-3737
New York City



experts
forecast
Longer Hair!

FASHION BRAIDS

22-24 in. long
2 1/2 ozs.

975

The Braid
attached
as a fig. 8

MIXED
GRAY
OR
PLATINUM

\$125

extra



As a FIGURE "8"
or as a CHIGNON.

695

CURL CLUSTERS

designed to give
the simplest
coiffure a
glamorous look!

675

COMB
CHIGNON

SEND SAMPLE
HAIR WITH
MONEY NO C.O.D.
DEPT. V6
101 FIFTH AVE., N. Y. 3, N. Y.

HOUND

... summer beauty angle



THE PLAY'S THE THING to pass the time on a long train trip, sea voyage. In a book-size case, eight games: cribbage, acey-deucey, backgammon, poker, roulette, checkers, chess, craps. Comes with rule book. Play-a-way, \$10 ppd. Bodine's, 444 E. Belvedere, Baltimore, Md.

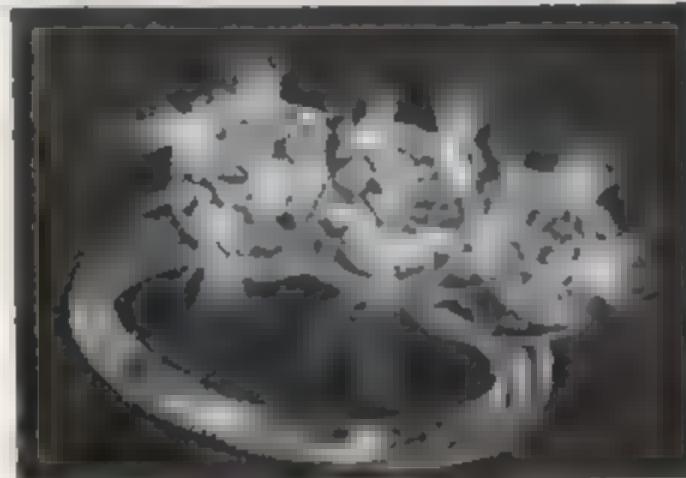


CHAMPAGNE ON ICE as the pleasure-end of a key ring. Nice as a favour for a wedding table, or a housewarming present for someone proud of a new key. In silver- or gold-coloured metal, \$3.75; Lederer de Paris, 711 Fifth.



SUMMER HOUSE for your sweaters, of durable plastic, zippered and moth-proof, will hold several sweaters, or a wool dress, or linens. Measures 14" x 12". Two, \$1.35 ppd. Mastercraft Products, 212 Summer St., Boston.

MORE
BRILLIANT
THAN
DIAMONDS



SEND FOR FREE BOOKLET

As described in recent issues of the Reader's Digest and the Saturday Evening Post, the new "Kimber-Lite" gem has MORE FIRE . . . IS MORE DAZZLING than a diamond . . . only experts can tell the difference! Stone of equal size cost FAR, FAR LESS! (\$24 carat unset—tax incl.) Send today for free illustrated booklet telling full story and describing ladies' and men's rings. Write Dept. V

Kimber-lite GEM CO.
RED BANK, N. J.

BLANKET SPECIALISTS

White Mountain Laundry

now offers its unique blanket laundering and rebinding service by mail. This service is done completely by hand with Ivory soap and has been endorsed for 20 years by North Star Woolen Mills.

Just mail your soiled blankets to us. You are notified of approximate delivery date and blankets will be returned in special moth repellent double box container which will safely store blankets and can be used for mailing the following year.

Completely insured from receipt until delivered parcel post prepaid to you.

We invite inquiries

Laundering . . . \$3.30
Rebinding . . . \$2.20 per side
(4" or 6" acetate satin)
No C.O.D. please.

White Mountain Laundry
Federated Laundry Corp.
160 S. MacQuesten Parkway
Mt. Vernon, N. Y.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



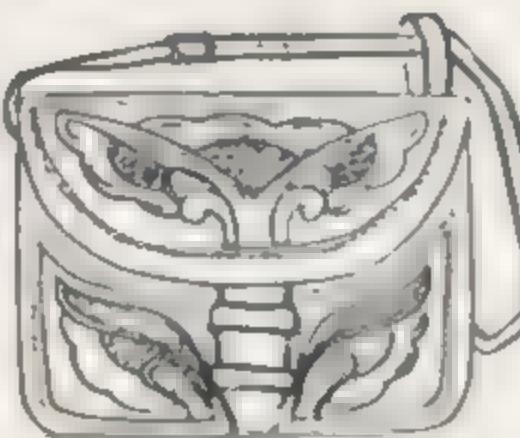
EXCLUSIVE
super-luxurious
jacquard terry
BEACH ROBE
push-up sleeves
sizes 12-20
\$34.75
corn
gray
white
coffee
maize
pink
Platform Scuffs
to match
\$4.75

576 MADISON AVE.
NEW YORK 22, N. Y.

Order direct from
GUATEMALA!

MAPILON BAGS

... for smart, casual wear
... for travel, sports,
school.



Beautifully hand-tooled, genuine top grain cowhide style #348-4 U. S. 9" x 8" \$4.95 for outstanding quality and value. The shoulder straps are adjustable . . . sturdily made for long, rugged use. Top choice for you, for gifts. Natural, red, black.



style #368 U. S. \$12.50
10" x 12"

Write for FREE Illustrated Catalogue.
Use Air Mail

MANUEL ANTONIO PILON
P.O. Box 268, Guatemala City, C.A.
Guatemala's Leading Mail Order House

ITS SAFER

to Mark Belongings with

Cash's
WOVEN NAMES

CASH'S HUGH NEEDHAM 59

CASH'S ANN S. WATSON 53

CASH'S LT. F. GOODCHILD 97

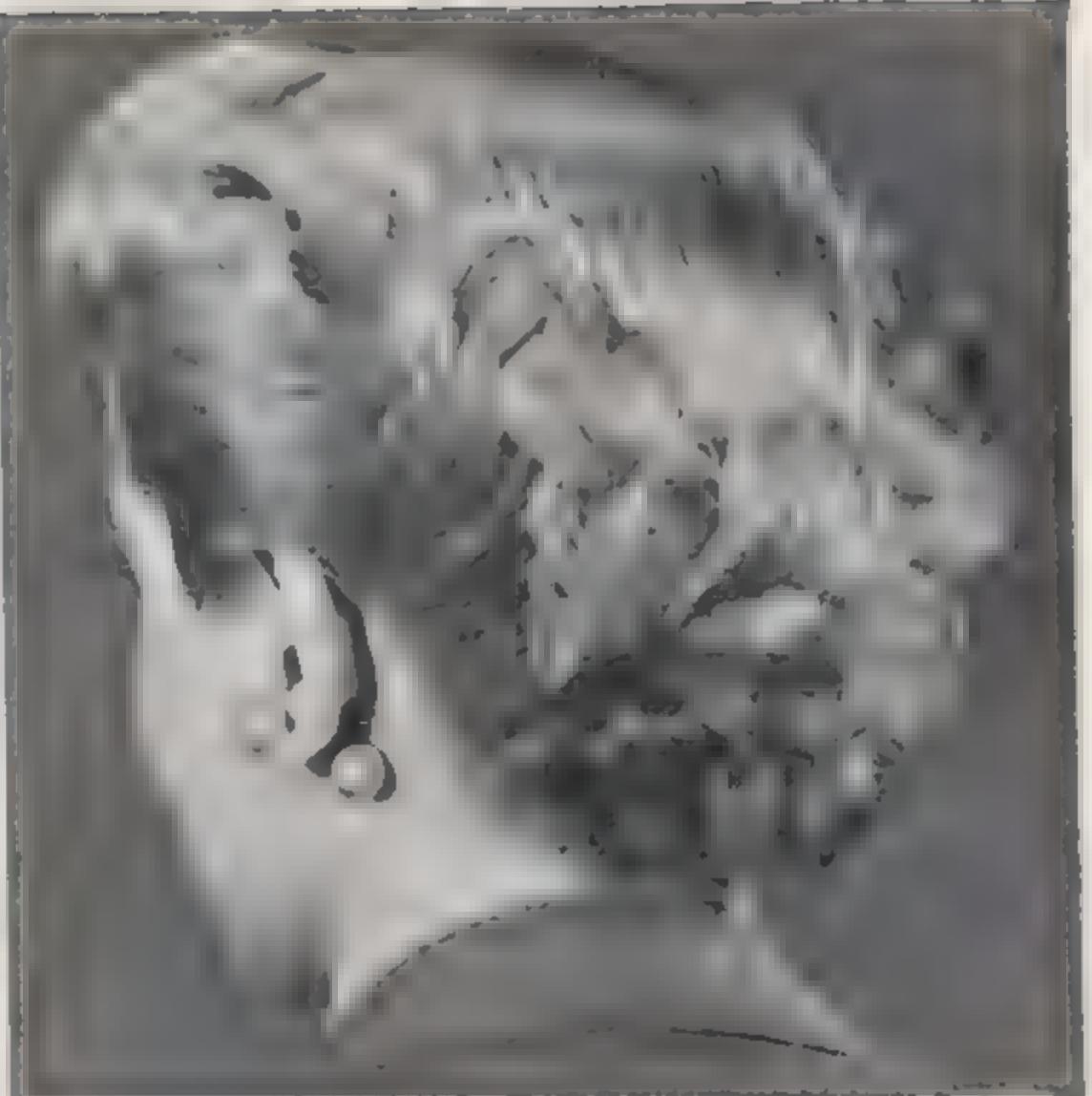
Your name is important! It identifies you, makes you distinctive. It marks the things you own and protects them from loss or misuse.

Those who know this use Cash's Woven Names to mark clothing, laundry, personal belongings. Children, travelers, students and large families find Cash's Names indispensable. They're ideal as a dressmaker's label.

Start marking—start saving your possessions NOW.

Samples on request **Cash's** So. Norwalk 10, Conn.

PRICES



Looser Chignon-Line
favored by JUNGST

A self-chignon, fashioned with your own hair, is suggested by JUNGST. It's cooler, hair-free, and unencumbered. If shaped or permanented by this expert, it can be the most wearable coiffure of the season.

JUNGST at the MADISON
Specialist in styling, permanenting and hair-shaping.
15 East 58th Street, New York

r e b o z o s !

In Mexico a tradition—imported as a glamourous stole for your summer wardrobe.

Hand-woven with deep hand-tied fringe.
Size 110" x 32".

\$17.50

postpaid

Black, white, red, yellow, violet, cerise, royal blue, or black and gold striped.



Pan American SHOP
822 Lexington Ave., New York 21

SUEDE AND LEATHER COATS — JACKETS CLEANED • REDYED

HANDBAGS
SUEDE — LEATHER
ALLIGATOR

CLEANED — DYED — REFINISHED
RELINED • REPAIRED • RESTYLED

All Leather Gloves (Minimum 3 pairs)
Rejuvenated — \$1.00

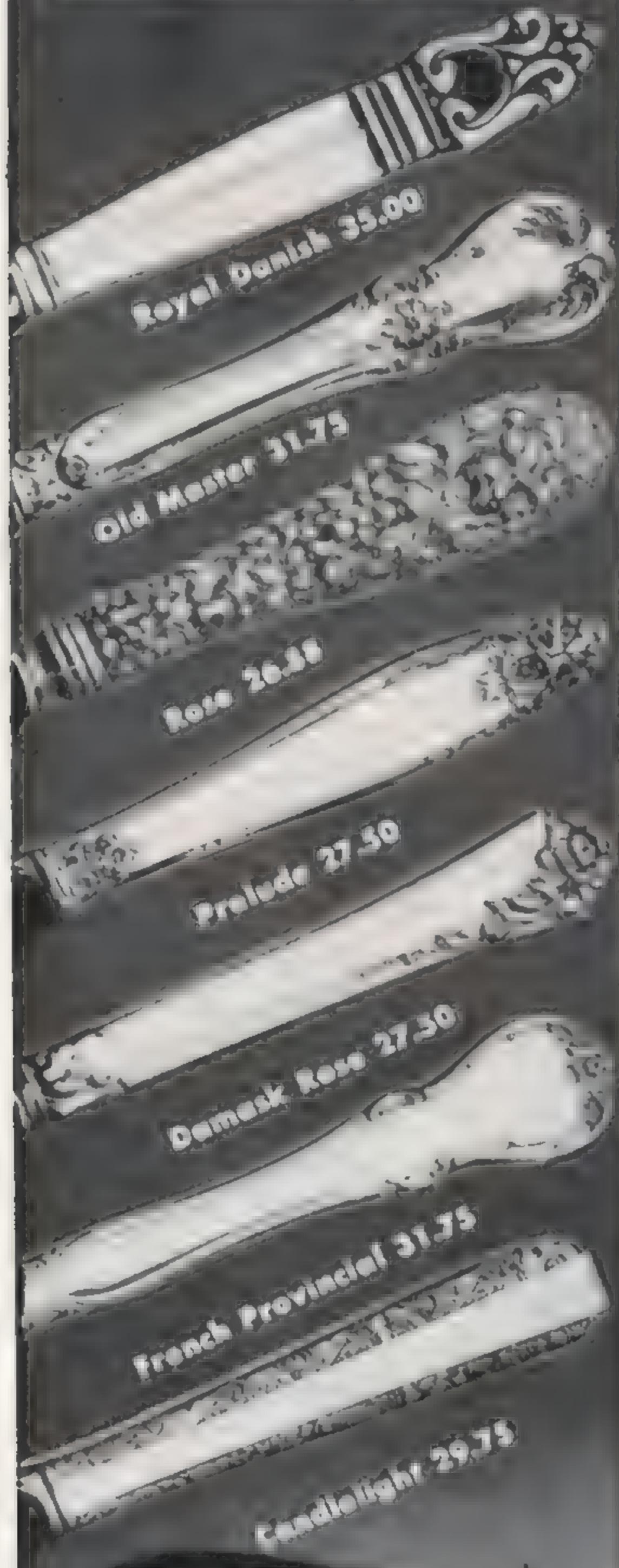
send articles
for free estimate

DELIVERY SERVICE
IN MANHATTAN
Mail Orders
Dept. VG
MU8-2030

LEATHERCRAFT
PROCESS OF AMERICA, INC.
1052 1st Ave. (at 57th St.)
NEW YORK 22, N. Y.

MACY'S
Silver Club Plan
Your Sterling
Silver Service
ONLY \$5 DOWN,
\$5 A MONTH

(24 pieces in 4 place settings)



MACY'S ★

Here's all you do:

- Choose from 158 patterns by all leading American silversmiths.
- Receive your sterling set with your first payment! Set includes: 4 knives, 4 forks, 4 teaspoons, 4 salad forks, 4 cream soupspoons, 4 spreaders.
- For 4 place settings (24 pcs.) \$5 down, \$5 a month;
- 6 place settings (36 pcs.) \$7.50 down, \$7.50 a month;
- 8 place settings (48 pcs.) \$10 down, \$10 a month;
- 12 place settings (72 pcs.) \$15 down, \$15 a month
- Receive, without extra charge, a Tory jewel-box anti-tarnish silver chest . . . engraved initial on each piece!

Prices are for 6 pc. place settings, including Federal Excise Tax. Price-fixed by mfr. under Field-Crawford Act of N. Y. Prices and terms subject to change without notice.

Macy's, Box 70, N.Y.C. (1) V-6
Enclose \$_____ down payment

Pattern _____ No. of place sets _____

Name _____

Address _____

City _____ State _____

Employed by _____

Position _____

Name of Bank _____

(wife should give husband's occupation)



TERRY CLOTH STOLE

—cute but practical for pool or beach wear. Comes with four brightly colored sand toys in the two big pockets. Sizes 3 to 8 in white, light blue or royal blue. Gift boxed, pre-paid \$2.00. Sorry, no C.O.D.'s. Send check or money order, color choice & your address.

Paula Winkler Shop
Beverly Hills Hotel Beverly Hills Calif.



pams shampoo goggles fashion's latest craze

PERFECT FOR HOME PERMANENTS, HAIR TINTING! Easy-to-see-through plastic goggles bound with absorbent terry cloth that keeps out drops and trickles—a wonderful way to shampoo or shower with ease, a blessing when shampooing youngsters. Elastic band assures snug fit. In two sizes: Pams Regular for you, Pams Jr. for children 2 to 12 \$1.50

(Add 11c for handling and postage)

FINDER'S-KEEPERS V-J-1
160 East 38th Street, New York 17, N. Y.

Money Back Guarantee within 10 Days

57 YEARS OF
GUARANTEED SERVICE!

Dyeing

by

Denihan



- Dresses, gowns, etc. dyed with a guarantee not to shrink out of fit.
- We boast article will not appear dyed.
- Plain Dresses \$8 (Domestic Dye).
- Dry cleaning ribbon, knits, lamé, velvet, taffeta frocks, our specialty.
- Invisible Weaving on all fabrics.
- Wedding Gowns specially processed to preserve newness for generations.

Specialists

Suede and Leather
Cleaned and Redipped

Suede Suits.....\$8.00

Gloves (short).....50

Men's Suede Jackets.....4.75

Palm Beach

mail to

B. J. DENIHAN Hamilton
215 East 64 St. — N.Y.C. — TE 8-2100

SHOP

ITALIAN COMEDY figures etched in gold on black glass, by Jean Hanau, make a pretty pair to give, to keep. Also, Regency, Directoire, or Paris scenes. \$15 each with gold-leaf frame; Penthouse Gallery, 15 W. 55th St.



THE TORTOISE AND THE HAIR. In pseudo-tortoise, a hair brush, comb, and mirror (one side is a magnifier) to tuck in your travel handbag. All in a rayon moire case with rubberized lining. \$4.70 tax inc.; Bergdorf Goodman, N. Y.



MIEHLMANN

LILLIAN GISH says: "It is so wonderful to know I shall never be without one of your boards wherever I may travel in the future. It folds so beautifully and will be so easy to handle."

GRANDMA REYNOLDS, 88, one of the leading movie stars, says: "I feel ten years younger than I did three years ago when I commenced using your relaxing board."

JUDGE HARLAN PALMER, owner of the Hollywood Citizen News, says: "I use a Pierce Slanting Board Exerciser regularly for the physical and mental uplift it gives me."

GAYELORD HAUSER, who wrote

"Look Younger, Live Longer", has for many years been using the

GEORGE STARR WHITE, M. D., says: "We commit slow-suicide while standing or sitting while the use

of the board has the opposite effect."

What is your favorite color, first and second choice?

DELUXE MODEL with automatic folding legs, foam rubber padded, leatherette

to half size.

STANDARD MODEL, folding board, same as above Deluxe, but cotton padded.....\$22.50

ECONOMY MODEL, full length, cotton padded, leatherette.....\$13.45

Charges prepaid anywhere in U.S. Instructions included.

C. M. PIERCE, Manager, 1136 Screenland Drive, Box 1125, Burbank, California



Gloria Taking Her Face-lifting Treatment While Relaxing and Resting

"Look Younger, Live Longer", has for many years been using the

GEORGE STARR WHITE, M. D., says: "We commit slow-suicide while standing or sitting while the use

of the board has the opposite effect?"

DELUXE MODEL with automatic folding legs, foam rubber padded, leatherette

to half size.

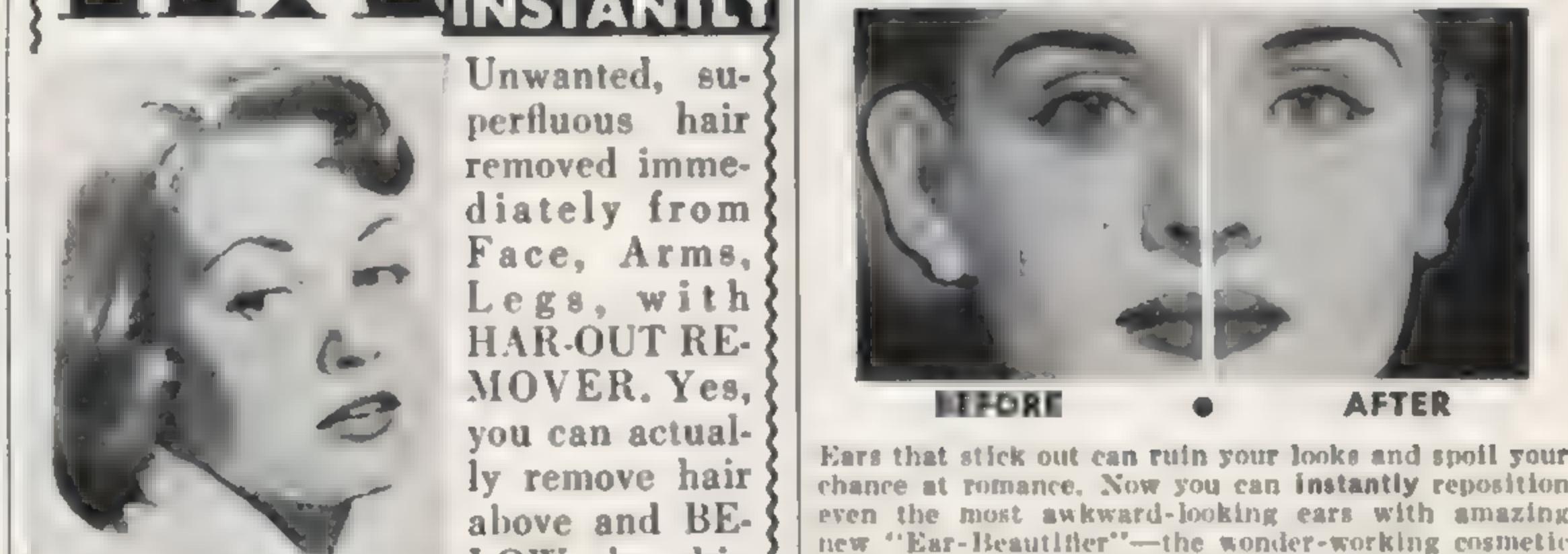
STANDARD MODEL, folding board, same as above Deluxe, but cotton padded.....\$22.50

ECONOMY MODEL, full length, cotton padded, leatherette.....\$13.45

Charges prepaid anywhere in U.S. Instructions included.

C. M. PIERCE, Manager, 1136 Screenland Drive, Box 1125, Burbank, California

REMOVAL
INSTANTLY



Unwanted, superfluous hair removed immediately from Face, Arms, Legs, with HAR-OUT RE-MOVER. Yes,

you can actually remove hair above and BELOW the skin surface. It is harm less.

ODORLESS and leaves the skin soft, smooth and lovely to touch. WE GUARANTEE that we will refund your money if after the third application hair grows back. Priced at only \$2.00. Rush your name and address. Enclose check, cash or money order or we will send C.O.D. plus postal charges.

MODERN COSMETICS
321 Broadway, Dept. G-37, N. Y., N. Y.

EARSM LOOK
SMALLER



Ears that stick out can ruin your looks and spoil your chance at romance. Now you can instantly reposition even the most awkward-looking ears with amazing new "Ear-Beautifier"—the wonder-working cosmetic that actually keeps "obvious" ears flattened in place. Used by leading movie stars and models.

Now, you, too, can wear the latest hairdos. Simply dab "Ear-Beautifier" on the back of the ear. Bind head with a scarf. In a few minutes the change is made. No one can tell you've used it. Your ears will stay back as long as you wish! Harmless, safe, odorless—Sure! Ear-Beautifier liquid, applicator and liquid remover—a 3 months' supply—only \$2.00, tax included.

SENT ON FREE TRIAL

Order Now. We send Ear-Beautifier Kit C.O.D. in plain wrapper. Pay postman only \$2.00 plus postage or send \$2.00 (check or money-order) and we pay postage. De-Luxe Size (Triple Quantity) \$5.00. If you are not delighted, simply return unused portion for immediate refund of your purchase price.

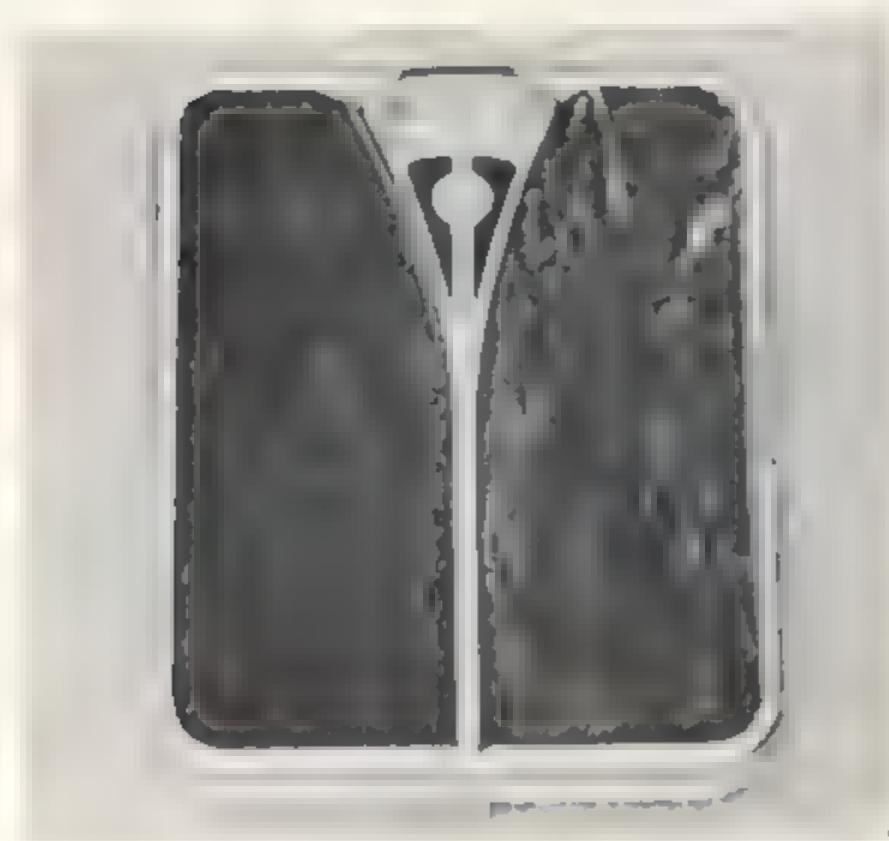
RONNIE SALES, Inc., Dept. 8806-K
487 Broadway, New York 13, N. Y.

HOUND

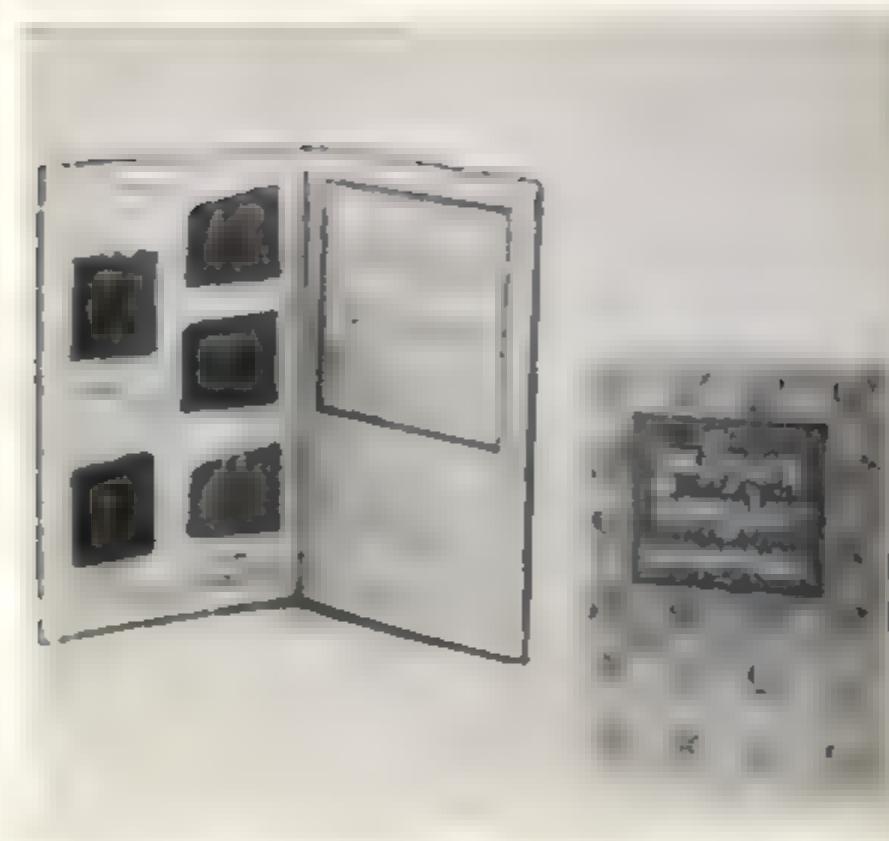
... summer beauty angle



SEAFARER. A shoe you may want two pairs of, might wear part of every summer day. Espadrilles in red, white, and blue canvas, cork soled for a sure-foot on deck, on boardwalks. \$3.95, sizes 5 to 12. Shoecraft, 603 Fifth.



LIGHT WEIGHT. If you want to keep a close weight-check this summer you might get these scales that are light, small (8" x 10") enough to pop in the car for a week end. By Borg, in many colours, \$8.41, at Macy's, N. Y.



SPICE STORY. A new book crammed with delicious ideas and samples of the herbs and spices to make them come alive. A lesson in cooking that is new, fun-to-do. "Spice Sampler," \$1.50; Sterling Pub. Co., 141 E. 44 St., N. Y.

Fashioned in the Peacock manner—brilliant wrist jewelry of diamonds and platinum, encasing dependable 17-jewel movements. Watches shown actual size, left to right, \$1500., \$800., \$1140. Prices include Federal Tax. For details, please write.

Add 2% State Tax to base price for Illinois Delivery

CD Peacock
JEWELERS • ESTABLISHED 1887
101 SOUTH STATE STREET, CHICAGO 3, ILLINOIS

Softer . . .
Beautifully styled coiffures with
our new lamp-pruning cut.
Expert permanent Waving from \$15.
26 East 56th St. PL 5-4686
Air Conditioned

New AMAZING Discovery!

REMOTES Years from your face in minutes!

Look 10 to 15 Years Younger for Hours at a Time

Hollywood has finally revealed its secret. You can in minutes hide Wrinkles, Frown Lines, Worry Lines, Puffiness and other age Revealing Lines from your face and neck for hours at a time with Youth Glo the new Hollywood Facial Deliner. Applied right to the face Youth Glo immediately tightens the skin surfaces and hides all age revealing lines leaving a satin smooth petal soft skin that is so important for the romantic interlude, date or appointment. Youth Glo is safe for sensitive skins and takes makeup beautifully.

Can you spare
5 MINUTES
A DAY
for a
MORE GLAMOROUS
BUST LINE?

All it takes is 5 minutes a day of simple but scientific use of COIL TENSION DEVELOPER to achieve a more feminine, glamourous bust line.

COIL TENSION DEVELOPER is a simple, lightweight exercising developer specifically designed to help develop, tone and firm the underlying muscles supporting the breasts which are important for bust line beauty. Improves bust posture. Physician approved and endorsed.

You don't risk a penny by trying COIL TENSION DEVELOPER, for it is now offered to you on a strict 30 DAY MONEY BACK GUARANTEE.

COIL TENSION DEVELOPER plus Chart—only \$5.95 prepaid. Manual for Bust Beauty Care included FREE with your order. If you prefer, pay postman \$5.95 plus postal charges on delivery.

HOUSE OF KAZ
210 Fifth Ave., Dept. V-6
New York 10, N. Y.

You are invited to become a member of the **Nelmor Sterling Club**

Choose from Nelmor's 221 patterns of world-renowned Sterling Silver by Towle, Gorham, Heirloom International, Reed and Barton, Lunt Wallace Kirk, Whiting, Watson, Smith, Tuttle, Alvin, Rogers. Indicate the pattern you desire below. In a few days you will be the proud owner of your chosen precious sterling. Pay \$2.00 a month for one place setting, \$4.00 a month for two place settings, etc. for most patterns. Pay no more than the nationally advertised price. No carrying charges. Each place setting fitted in free anti-tarnish silver roll. First payment is due after you receive your silver. Own and use your silver now—pay for it out of income.

Nelmor Jewelers — 901 Bergen Ave., Jersey City 6, N. J.

Enroll me as a member of the Nelmor Sterling Club. Send me _____ place settings of _____ pattern. I will pay \$2.00 per month for each setting. Prices include federal tax and one-half place price setting. Teaspoon, Salad Fork, Butter Spreader, Cream Spoon, Knife, Fork.

NAME _____
CITY _____ STATE _____

Mail Membership Coupon Today

Father's Day...JUNE 17

THE FISH NET SHIRT

Sun bathe while you play in this Riviera-originated open-weave soft absorbent cotton shirt so well liked by sportsmen. Colors: white, tan, yellow, ecru, \$6



THE DISTINCTIVE SLACKS

Linen-weave rayon crach for cool summer comfort. Colors: sailing red, navy blue, ecru, yellow, brown, rust, sea-green, grey, \$13.50

THE BELT

Braided elastic cord from a specialist maker in France. Colors: navy and grey, navy and red, navy and gold, brown and tan. Also solid shades of navy, grey, brown, maroon, \$5.50

THE CANVAS SNEAKERS

From England. Rope soles. White or navy, \$2.50

F.R. TRIPPLER & CO.

OUTFITTERS TO GENTLEMEN

Established 1886

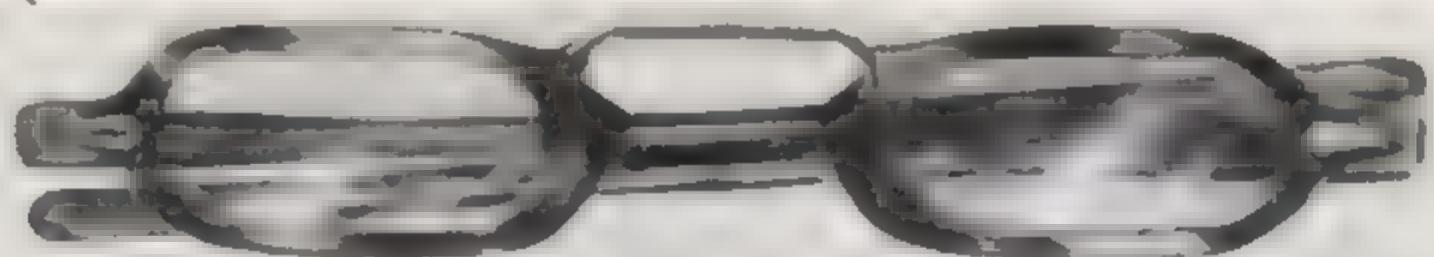
MADISON AVE. AT 46TH ST. • NEW YORK 17



does she do this?

then give her a *Lugene Lorgnette*

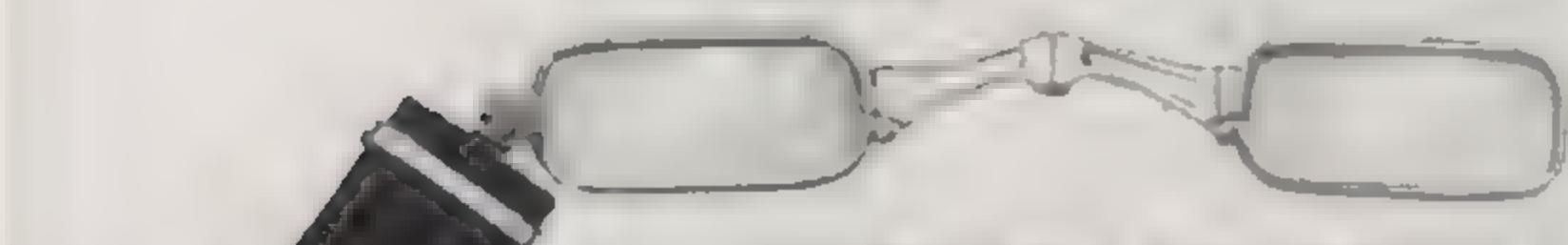
with Specs Appeal**



PENCIL SPECTACLE—Slips into the tiniest purse—yet it's a real pair of pencil-slim spectacles. Lugene does it in many smart frames. **15.00***



COIN LORGNETTE—Yellow gold-filled case in smart hob nail design. Lorgnette released with flip of finger. **25.00** (tax inc.)* Also in 14K gold **150.00** (tax inc.)*



LIPSTICK LORGNETTE—Looks like a lipstick, is the size of a lipstick...slide the button and you have a lorgnette. Note the handsome two-toned enamel case. **36.00** (tax inc.)* Also in solid gold **96.00** (tax inc.)*



Mail, telephone or cable.

*Reg. U. S. Pat. Of.
**Prescription lenses extra
604 Madison Avenue at 58th Street
Plaza 3-6000
and 1058 Madison Avenue at 80th Street, New York
Bu. 8-5486

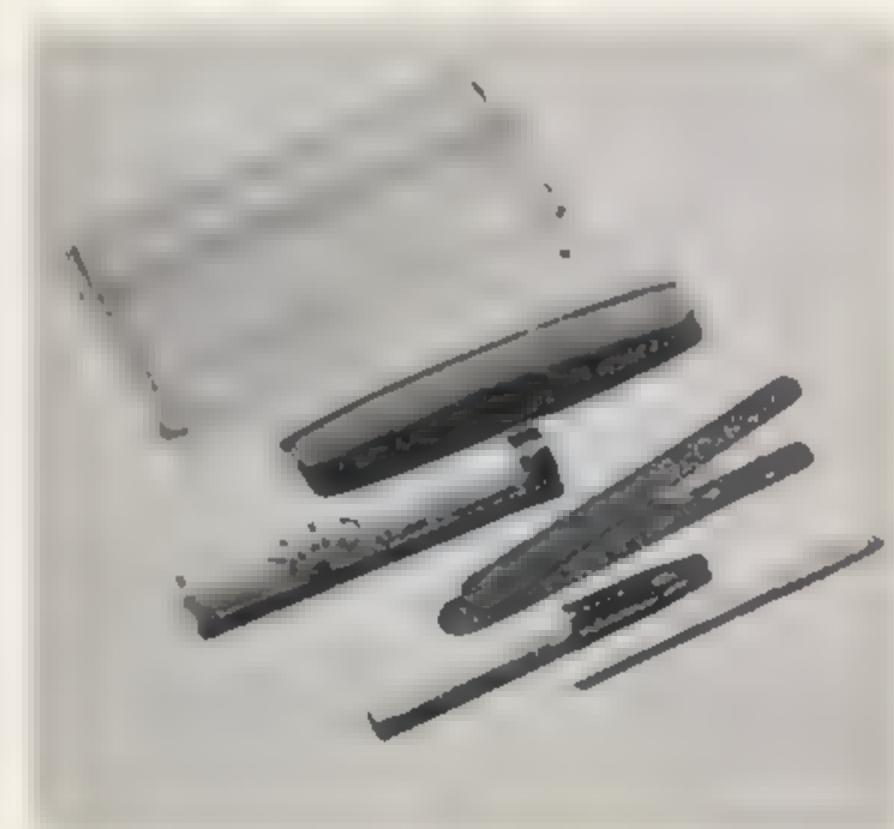
LUGENE

Inc. Guild Opticians

SHOP HOUND

... summer beauty angle

ALL FOR THE WANT of a nail that is high-polished, neat, pretty: M.A.D. nail buffer set with powder polish and buffer to make nails glow, emery boards, orange stick, white pencil. \$2 tax. inc.; M.A.D. Products, 17 E. 42 St.



MIEHLMANN

JUNE BOON. The chore of preparing blankets for summer storage can be eased by sending them to White Mountain Laundry, 160 South MacQuesten Parkway, Mount Vernon, N. Y. Besides the beautiful work they do on linens and laces, White Mountain makes a specialty of reconditioning blankets, washing them singly, drying them at room temperature, hand-carding them to restore fluffiness. They are returned individually packed in a moth-repellent double box with a package of moth crystals tucked in the folds, ready for storing. \$3.30 per blanket, including postage, insurance.



from
France

HANDKERCHIEFS "BOUTIQUE"®

for distinctive Father's Day giving

These pure sheer linen extra-size squares are designed in three superb patterns, all white with novelty cording. Hand-woven by French artisans and hand-rolled, in the flawless Bloch Frères manner. At Paris boutiques and fine stores in this country. About \$2.00.

BLOCH FRÈRES
11 East 38th Street, New York

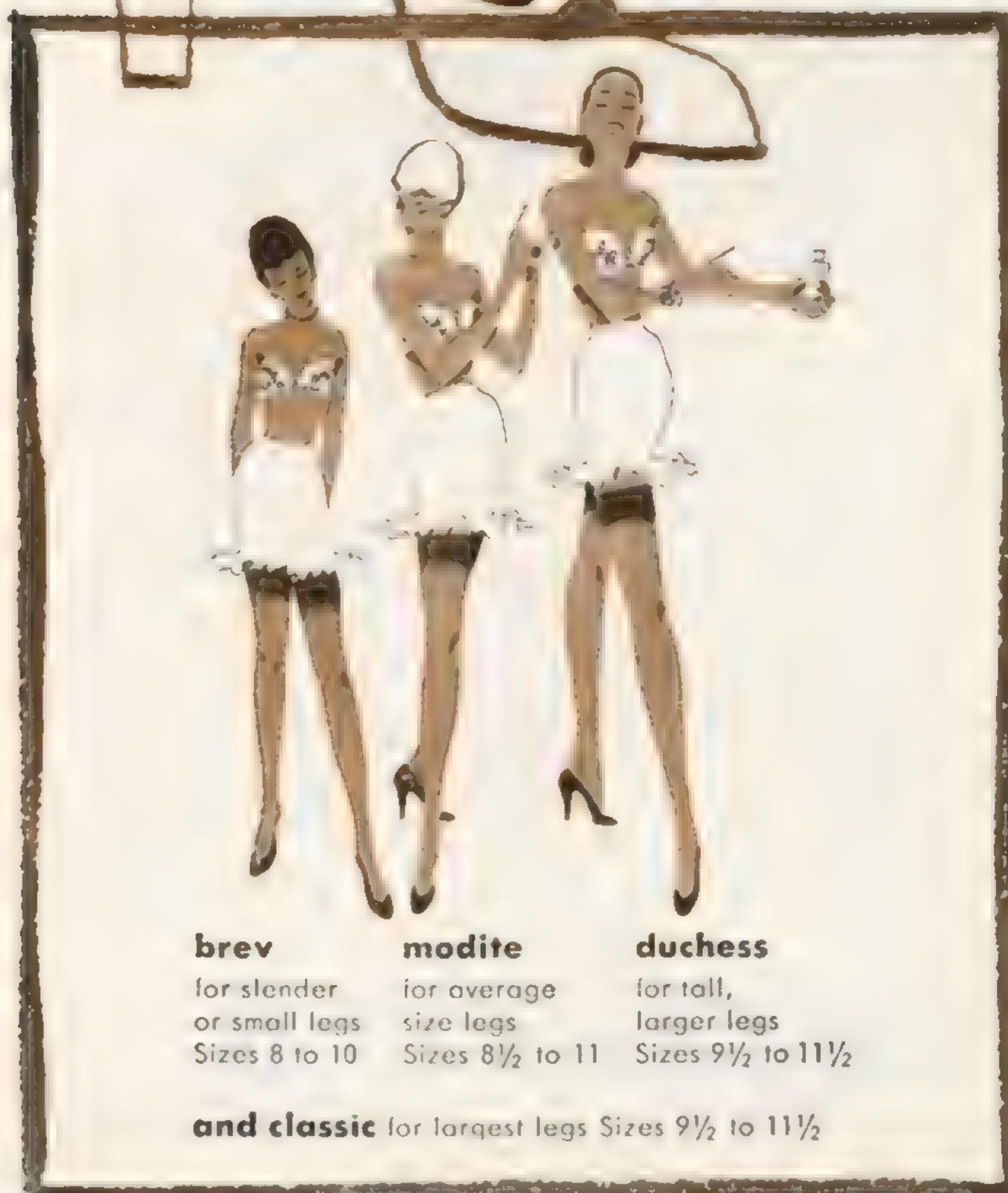
Look for the Normandy
Rooster on the Red,
White and Blue Label



sheer
as
atmosphere...

BELLE ← SHARMEER

leg-size
stockings
for
leg-wise
women



© 1951 Wayne Knitting Mills



OR ET NOIR
BY
CARON

Sunrise Splendor and Midnight Mystery

© Caron, 1951

Doris Dodson
JUNIORS



Available at
Jelleff's
Washington, D. C.
Loveman, Joseph & Loeb
Birmingham, Alabama
Maison Blanche
New Orleans, Louisiana

At other fine stores everywhere.
For name of your local shop write
... Doris Dodson, Dept. V6,
St. Louis, Mo.

"Under Mexicali Stars" . . . one-piece in voile with rich, wide embroidery on the skirt, repeating the color of the bright bodice. Coral, mustard, aqua or orchid. Sizes 9 to 15.

Under \$23

"Sweet and Lovely" . . . Tissue ging-
ham, shadowy new fabric, makes this
a cool one-piece . . . with exclusive
Doris Dodson embroidery motif.
Brown, navy or grey. 7 to 15.

Under \$23



She Lives in

Cleveland...

She Sleeps in

UTICA

• The Utica Beauticale sheets in this bride's
hope chest are fine as her wedding veil, light as
her heart, long-lasting as her love.

For Beauticale sheets are percales of rare
perfection . . . flawlessly woven with over 200 lustrous
threads to the inch.

Regardless of price, you can buy nothing finer

Write for your copy of free booklet
"Beauty Secrets From Your Linen Closet."
The Utica & Mohawk Cotton Mills, Inc., Dept. V-31,
55 Worth Street, New York 13, N. Y.

BRIDAL GOWN BY MURRAY HAMBURGER

UTICA **Beauticale Sheets**



"Fabulous Wrinkl-Shed®

has made cotton
fresh forever"

says TONI OWEN



"The one most wonderful thing that could have happened to cotton has been achieved — miraculously — by Dan River Mills. Wrinkl-Shed has forever banished cotton's mussiness. Wrinkl-Shed has made cotton's fragrant young freshness a lasting thing. My bouquets to a mill which gives young America carefree cottons that actually shed wrinkles . . . ask only for occasional launderings . . . need no starching . . . never succumb to perspiration or mildew."

Plaid separates of Wrinkl-Shed® tissue gingham in red and green; red and blue. Sizes 9-15; 10-16. Halter, \$7.95; Skirt, \$12.95. At B. Altman, New York; Neiman-Marcus, Dallas; Carson Pirie Scott & Co., Chicago; Julius Garfinckel & Co., Washington, D. C.

DAN RIVER MILLS, INC., Danville, Va. Makers of Dress Fabrics
• Wrinkl-Shed® Cottons • Stormwear Fabrics • Shirtings • Rayon
Suitings • Yard Goods • Sheets and Pillow Cases

PHOTOGRAPHED IN THE MAGNOLIA GARDENS, CHARLESTON, S. C.

DAN RIVER

First in fashion . . . foremost in research





CHEN YU

new fashion fact: bareness... worn with the blush
of this rare new color in lipstick and nail lacquer

CHEN YU'S

Enchanted Lilac

Sun clothes that bare you *delicately not daringly*, slim
bare sheaths, bare petal wisps of sandals . . . these are the
fashion facts of summer 1951. And for them Chen Yu conjures
color out of legend . . . mists away time and space to recreate
the Enchanted Lilac that flowered far away and long ago. A
transcending, beautiful red to glow tenderly on toe tips, lips, and
finger tips. Perfect, perfect, for this new bloom on bare beauty.

*Accepted by the Committee on Cosmetics of the American Medical Association.

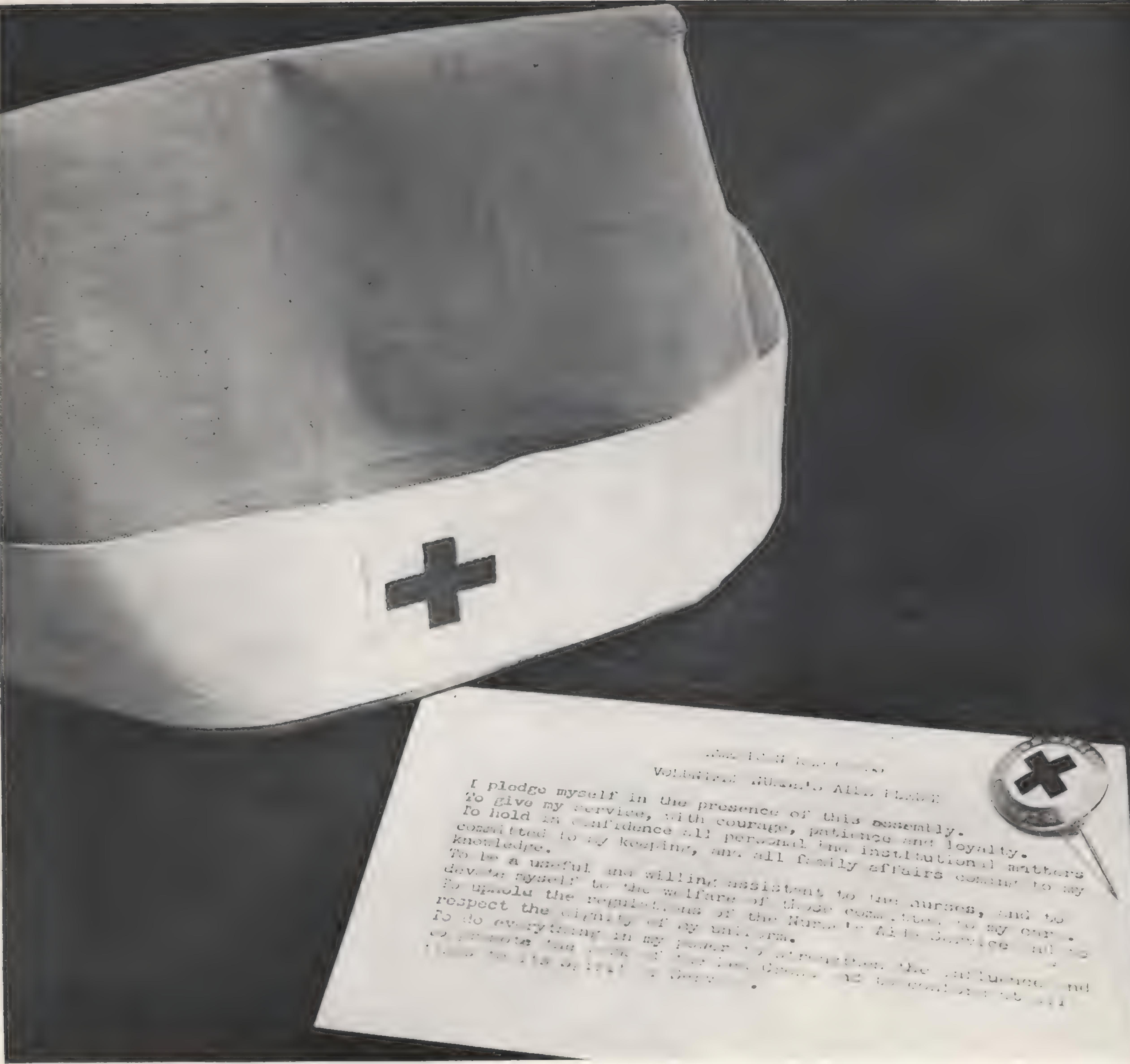
CHEN YU, A DIVISION OF RICHARD HUDNUT



Chen Yu Iridescent Nail Lacquer \$1.00.
Chen Yu Nail Lacquer* 60¢.
Chen Yu Lipstick \$1.00.
Prices plus tax.



Luscious lips, finger and toe tips by Chen Yu, famous for nail lacquer with the brilliance and enduring beauty of an antique glaze. Tina Leser beach costume, Flower Modes lilacs, Emily Wetherby scarves.



HALLEY ERSKINE

**VOGUE'S EYE VIEW:
ACTIVE DONATION FOR
THE NATION'S NEED—
250,000 MORE NURSE'S AIDES.
SHOULDN'T ONE OF THEM BE
YOU?**



NEW AND WIDE: THE BOUFFANT COIFFURE

Here is the new fashion in hair. The silhouette—bouffant. The direction—horizontal. The texture—sleek.

The width is the news. We have had years of hair worn small, hair worn close. And it is a pretty thing to see hair used again as an extravagant ornament. To see a coiffure that's as deliberate in its design and its sweeping flattery as the airy volume of a ball dress.

Like any other fashion, the new coiffure will be worn in ways as varying as the women who wear it. And it will be often altered to fit the length of the hair, the shape of the face, the manner of dressing. For, like any fashion worthy a forecast, it *must* be endlessly wearable, easily alterable.

As always, new hair designing means new techniques of hairdressing. The trick of the bouffant is the *under* permanent. All the hair that shows is left smooth, but the hair beneath this layer is given a strong permanent—and acts like a crinoline holding out an overskirt. If the hair is naturally wiry, and really too curly, the top layer can be permanently straightened, to keep the glossy outline.

The patina of hair set this way makes it a good surface for trying out a gold or silver streak. Or—if you've been yearning to try it—a whole new colour.

The coiffures shown on this and the following two pages, were designed by Michel of Helena Rubinstein.

BEAUTY UN-MATCHED. The new colour idea:

a *pink* mouth and *red* nails.

Here: Helena Rubinstein's "Tender Pink" and "Red Hellion."

The pearls, big pretenders: earrings; an adjustable choker,

worn here as a bracelet; by Marvella, at Saks Fifth.

THE BOUFFANT COIFFURE—puffed widely, smoothly.

at the sides; here, parted in the centre.

The necklace, the ring: tourmalines.

wired with gold. These, and the

multi-jewelled earrings; Seaman Schepps.



THE BOUFFANT COIFFURE—streaked with silver;

here, parted on the side.

This, and the opposite page—

designs by Michel of

Helena Rubinstein.



THE HORMONE-BEAUTY STORY

NOW PROVEN: THE VALUE
OF ESTROGENIC CREAMS
FOR THE MATURE SKIN.

ON THESE TWO PAGES
PHOTOMICROGRAPHS OF
SYNTHETIC ESTRONE

FIFTEEN years is a long time in the life of a complexion. But fifteen years ago, the first American beauty cream containing the estrogenic hormone was created for the treatment of mature skin. And thousands of women, using it faithfully ever since, have warded off some of the signs of the aging complexion—wrinkles, deep lines, crêpiness.

In the same fifteen years, many scientific tests have been made on skins which have benefited from hormone creams. They prove, under microscopes, that the skin actually returns to a more youthful structure. Hormone creams do more than the surface job you can see—and actually, in most cases, partially rejuvenate the cutis, the living layer of skin beneath the visible surface.

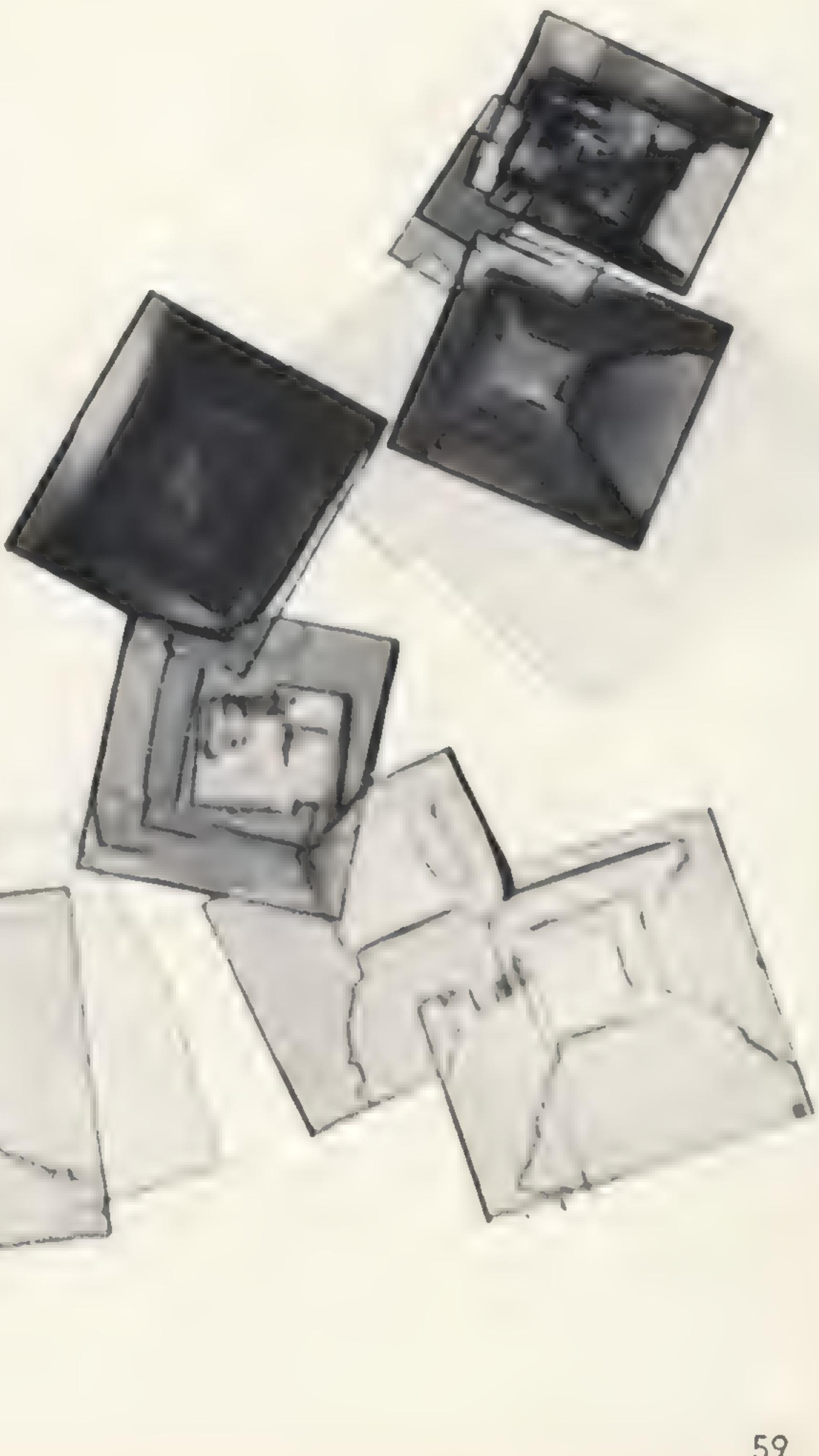
When these creams were first introduced, there was a natural skepticism about their real efficiency. And, in some cases, a fear that if they *could* have a noticeable therapeutic effect, they must, in some way, eventually prove harmful. But fifteen years would seem to be long enough to prove the case: women have seen the happy results; controlled tests, in the hands of competent dermatologists, have shown them, too; and not one single case of illness has ever been reported—by the medical profession, or to the cosmetic companies which have manufactured them.

What is the chemistry which scientifically explains this? It goes back to the medically-established fact that there is a definite relation-

ship between the skin and the glandular system. The sex hormones, it has been known for many years, especially influence the fullness, the texture, the elasticity, and the colour of the skin. Estrogen, a female sex hormone, gradually diminishes in supply as a woman grows older, and as it diminishes, the skin often loses its youthful tone. Women who have been given injections of estrogenic hormones during the menopause, or before, for medical reasons, often notice an extraordinary improvement in their complexions, in the strength of their hair and nails. (And, since pregnant women manufacture a more-than-ordinary amount of estrogen—this is the explanation of *their* legendary, better-than-normal complexions.)

BEAUTY of the complexion as a result of hormone treatments was, up until fifteen years ago, a sort of medical by-product only. What, then, wondered the cosmetic chemists and the dermatologists, could be done for the woman who did not need hormones for the state of her health, but wanted a better skin for her state of mind? The answer was to put estrogens in a formula, and to gauge them in a proper amount, so that they could perform a local service without upsetting the body chemistry in any other way.

It was known that hormones could be absorbed into the skin. And, upon experiment, it was discovered that in the form of a cream, applied to the skin, they not only were absorbed, but had a local rather than a systemic effect. Experiments were made to gauge how many units of estrogen could control this local result and at the same time help the skin noticeably. The answer—just for beauty's sake—is the modern, cosmetic, (*Continued on page 135*)



B E A U T Y C O L O U R S

M O R E A N D M I X E D

There'll be more colour used for this summer's make-up than ever before—and it will seem even *more* than more, because it will be so brilliantly mixed. Like this:

The mix of vivid pink and bright red—one for the mouth and one for the nails, switched vice versa, as you like. (Often, these two colours are used against each other in fabrics, too—as you see, opposite.)

The mix of eye-shadow colours. Perhaps a white, or light foundation, used on the lids, and overlaid with a pastel colour—for depth.

Perhaps a colour, such as mauve, touched at the inner and outer edges of the lids with pink cream rouge—to give width.

Perhaps, in the evenings, a strongly-tinted shadow, overlaid with silver or gold—to give glitter.

The mix of colours to deepen the lashes and the brows.

Green mascara, with a light brown brow-pencil, for instance. Or mauve mascara, with blue pencil. Or dark green mascara, with light green pencil.

The mix of hair colours. A gold streak for light brown hair.

A titian streak for dark brown hair. A silver streak for hair of any colour.

And coloured hair rinses—which last only until the next shampoo.

The mix of pink cheeks with a tanned complexion. Powdered rouge is having a make-up revival; looks wonderful touched over a complexion which has been gilded by the sun.

The mix of nail enamel colours, one for the toes, and a rival one for the fingers.

Or these might match each other, but not the lipstick.

The mix of all previous notions of colour in make-up, is, as you can see, a result of digging deep into a theatrical bag of make-up tricks, of having on your dressing table about ten times as many make-up devices, and of emerging under the season's bright sunlight looking not a bit theatrical, not a bit overdone. Just prettier than ever.

M I X E D : P I N K A N D R E D *opposite*

The frank and riotous colours of the common or garden-variety geranium, are plucked and scattered over a thin silk taffeta. For a dress with a softly Shirred camisole top; with a gently flared skirt; with a separate jacket. The jacket lined with white, and handed a bouquet of uncommon, or silk-variety geraniums. By Traina-Norell; at Bonwit Teller; Wanamaker's, Phila.; I. Magnin.

The necklace and earrings of made-up pearls, by Richelieu, at Bonwit Teller. On her lips, "Pink Geranium" lipstick, on her eyelids green "Fern" eye-shadow. A touch of rouge on her tanned cheeks, more than a touch of "Spring Rain's" flowery fragrance—all over. The cosmetics, and the new, wide coiffure by Charles of the Ritz.



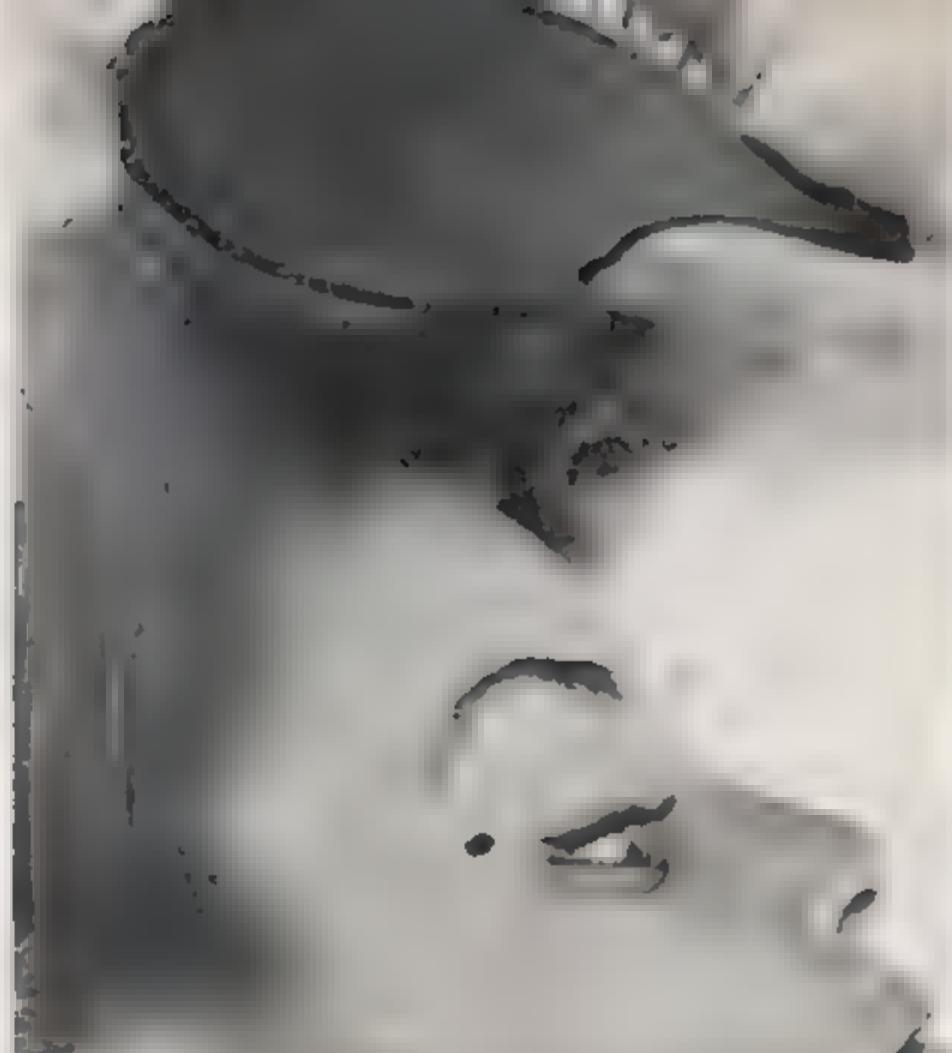




Cabaña shampoo...



fluffed dry...



gold brushed in...



anti-parch cream



Curls, a quick twist



All set. Time: 12 min.



BEAUTY SERIAL—ON LOCATION

We're all for the lull; for using leisure as leisure. But we do think
that a long day at the beach could be combined with some good works for beauty.

On these six pages, we have a camera play-back of beauty routines

that use the bare sun as a part of the Method, and can be done
with one eye on the children. The sun's rôle, here:

hair-dryer, Vitamin D capsule, direct lighting, pure gold.

The bathing suits, some eight in all, are all presented with the unvarying idea
of good swimming, even tanning, sound construction, pretty colour.

Right: Brief, fitted suit shirred down the front, over a well-cut bra. Acetate rayon taffeta
woven with Laton. By Rose Marie Reid, \$18. Lord & Taylor; Jordan Marsh.

Opposite: A coat of sun, a black maillot, a striped *rebozo*—a wonderful way to look.
And more covered than it might appear. This beauty has sheltered her head,
oiled her body, shaded her eyes with eye-shadow (protective and pretty,
did you know?). Suit, silk satin and taffeta woven with Lastex, by Tina Leser, \$27.

Coro bracelet. All, Best's. Her beauty potions, all by Germaine Monteil—"Suntan Oil,"
"Pervenche" eye-shadow, "Cardinal" lipstick. *Rebozo*, Pan American Shop.

BEAUTY SERIAL *continued*



Variable lenses, see text.



To tan: baste well...



turn slightly.



To protect eye-drops...



Above: Polaroid sunglasses with a regulator to decrease (to the point of obliteration) glare. They give you every shading from daylight to darkness. At Lugene, through American Optical Co. \$12.50.

Left: A bathing suit designed to put a medium-good figure in a Greek-goddess light. Not just a coincidence—the suit is classic in a Greek sense. The front is pale blue rayon jersey, elasticized and shirred in airy folds. The back is elasticized rayon satin, slick as skin.

By Caltex of California. About \$17.
At Henri Bendel; Woodward & Lothrop.

Regina

COFFIN



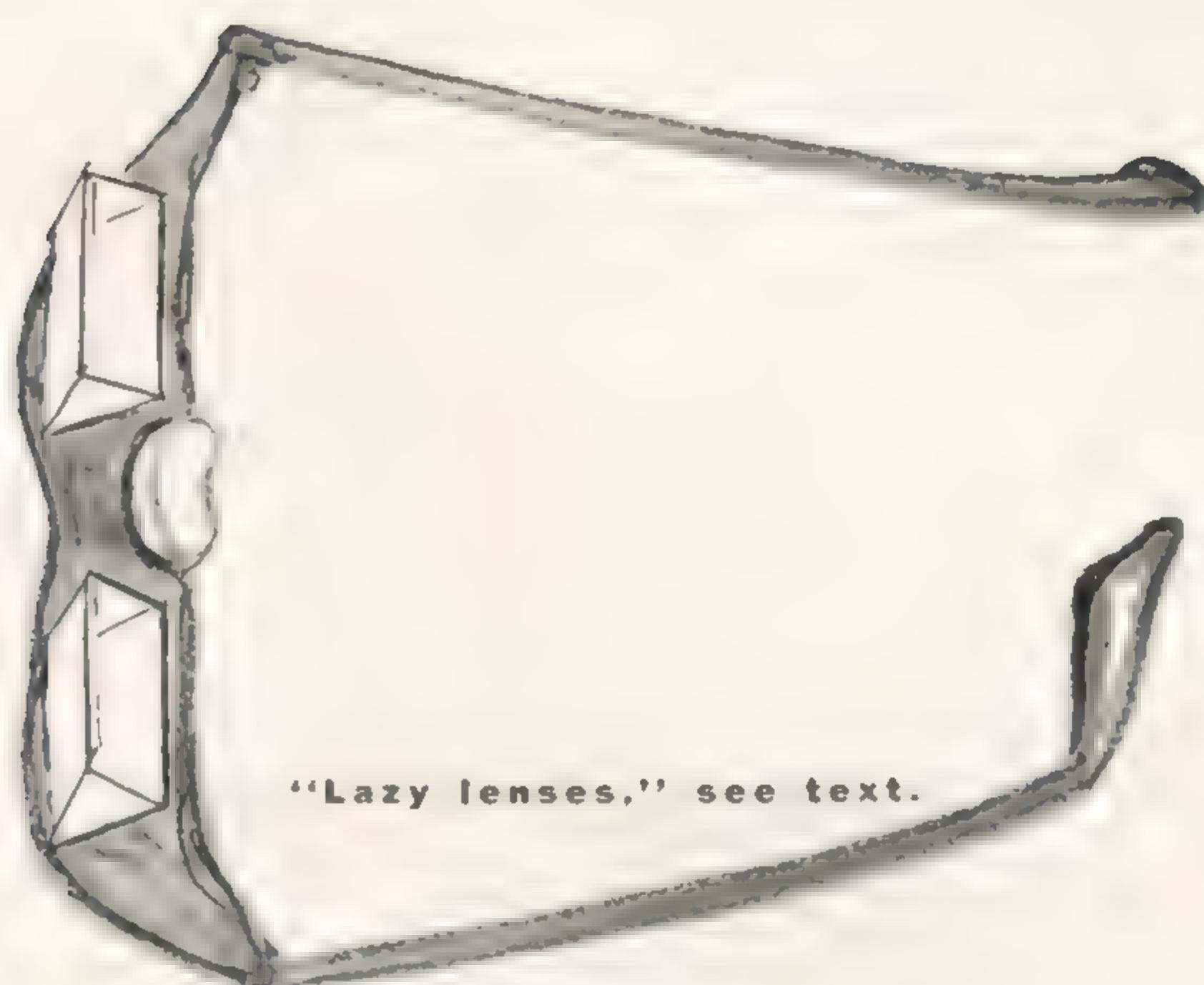
waterproof mascara...



opaque eye-shadow.



To smooth: pumice,
or handful of
wet sand.



"Lazy lenses," see text.



Above: Laziest idea going: a pair of periscopes,
actually, to use to read with while lying supine. \$20; Mark Cross.

Right, first: In bright pink, a pretty idea.

The body of the suit is of nylon and acetate rayon,
well cut, firmly boned. Over that, at the front; a panel
of shirred, sheer nylon tricot. And beneath, elasticized nylon pants.

SeaMolds suit by Flexees, \$13. At Saks 34th.

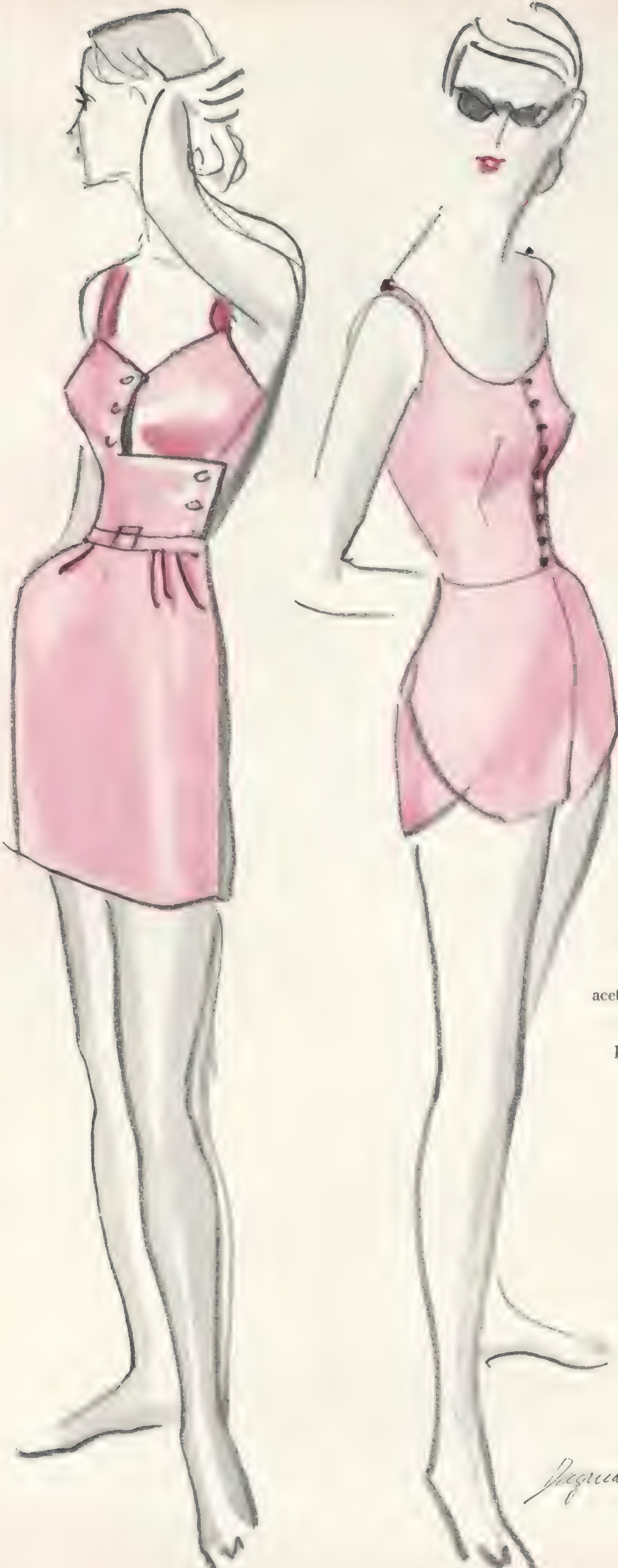
Far right: Bright pink again, wonderful
with a suntan. The suit, of nylon sharkskin
woven with Lastex, cut as a brief over-dress
and worn over separate pants.

The hem of the skirt notched. By Catalina,
\$16. Bonwit Teller.





Her hair-dryer: the sun, sifted through a thin silk chiffon scarf.



BEAUTY
SERIAL *continued*



Eye-pads, lotion-soaked.



Bending this way: good for the waistline.

Pink suits, beach news.
Far left: A wrap-around bathing sheath of pale pink ribbed cotton. It buttons on, on three levels (one at the back).

By Nudelman, \$21; Bergdorf Goodman; Garfinckel's.
Left: Pink suiting material for a bathing suit. Celanese acetate rayon Prospector cloth cut with a petal apron.

By Carolyn Schnurer, \$18. Peck & Peck; Sakowitz.



Chamois-band under cap.



Walking on sand:
good for the ankles.



Swimming itself:
good for the nerves.



Straight sun:
good for the Vitamin D.



Right: Two views of
a three-piece bathing suit.

For swimming, there are brief
Siamese pants and bra of pink
nylon taffeta. For sunning,
there's a white piqué redingote
that fastens down the front
with hooks and eyes. By Tina Leser,
the whole costume, \$40. Altman; Hutzler's.

Beauty note: At the right,
we send our heroine home from the beach—
the better for the day's beauty routines.
For more about what and why and how
she did the various routines photographed
on these six pages, please turn to page 120.



COFFIN



Quick, more oil.



Her hat, a walking umbrella.



4 P.M. Hair coiffed,
Instead of needing same.





White, evening white: a fashion and a refreshment; news when it is cut short and with an unfluffy sharpness of line. These dresses pack well (credit the textures); unpack well for dinner and dancing anywhere—Bar Harbor to Paris.

Opposite page: White cotton lace, to be danced in; or, with the jacket on, worn to cocktails.

By Claire McCardell, \$75. Cotton Dawnelle gloves, \$3.50. Pseudo-pearl pin by Hobé, \$6 plus tax. All, Lord & Taylor.

Dress also at Frost Bros.; Carson Pirie Scott.

This page: White cotton satin dinner dress, embroidered all over; unsentimental sugar, rich in effect, lean in cut, preferably for a slim figure. By Adele Simpson, \$95.

Rhinestone bracelet by Bogoff, \$7.50 plus tax. Both at Saks Fifth. Dress also at Garfinckel's; Joseph Magnin.

THE SHORT WHITE SHEATH:

SUMMER EVENING NEWS



ALL-DAY SHANTUNGS:

TWO SHADES TO A COSTUME

Dress? Skirt and shirt? Coat?

A dress, as it happens, with the colours
so divided, the cut so tailored.

that it has the look and the life
of a complete city costume.

By Arnold-Fox in beige and
black Couture silk Shantung.

\$15. Cotton gloves by

Van Raalte, \$3. Both at

Saks Fifth: dress also at
Hutzler's; J. P. Allen.



The coat-and-dress: one of
the most workable arrangements
known. This dress could go
to cocktails; the coat has cool,
brief, parasol sleeves.

Made in cousin colours:
taffy and beige silk Shantungs.
leather-belted. By Martini, \$110.

Pseudo-jewel necklace by Coro.
Both, Altman.

Straw hat, John Frederics.
Dress and coat also at Harold's;
Carson Pirie Scott.

C ECIL BEATON'S "PHOTOBIOGRAPHY"

Excerpts from the sixteenth book by Vogue's
celebrated photographer and stage designer
...on this and the following three pages.

Editor's Note: Cecil Beaton as a small boy collected postcards and photographs, at twelve used a wine cooler for a tripod, on vacation from Harrow and Cambridge transformed the bathroom into a makeshift darkroom, and at twenty saw his photographs published in *Vogue*. Since then, called by some the "Gainsborough of the camera," he has had a succession of photographic periods, including the Edwardian, the Gothic, and the realistic. During World War II, assigned to Britain's Ministry of Information, he took memorable pictures of the war fronts in Africa, the Near and Far East.

Inventive, but always controlled, with intuition a major ally, Beaton combines wide interests with versatility of talents. His scoreboard of successes includes extraordinarily beautiful costumes and sets for half a dozen ballets in the last twenty years as well as for both the London and New York productions of Oscar Wilde's comedy *Lady Windermere's Fan*; to test his actor's potential Beaton played, wittily, Mr. Cecil Graham for twenty-five weeks in the New York company. A creative dynamo, he recently designed costumes for Ronald Duncan's new play for the Festival of Britain. His own play, *The Gainsborough Girls* (with Beaton-designed costumes), opens in July at the Brighton Festival, a month after the publication in New York of his *Photobiography*, a combination of photography and memoir, from which these excerpts were taken.

Winston Churchill. "The war had reached one of its grimmest periods when I was summoned to photograph its staunch leader, Winston Churchill. For the last six weeks, England had been bombed almost continually, and we were now expecting an invasion....

"Through a double door, heavily lined, past a couple of Corinthian columns, at the centre of

an immensely long table sat the Prime Minister, heavy, immaculate, with pink wax complexion. A vast cigar was freshly affixed in his mouth. Plump white tapering fingers were deftly turning through the papers in a red leather box at his side; the interruption of a visit was obviously displeasing....

"Mrs. Churchill pointed out a carful of pigeons below. 'Those are being trained in case all else fails. They are pigeons to send with last-minute messages. Once more we revert to the primitive,' she said....

"By degrees the Prime Minister's irritation subsided, and he settled himself to have one photograph taken and stared into the camera like some pugnacious bulldog."

Greta Garbo. "Of all the women I have ever seen, Miss Garbo is by far the most beautiful. After our first encounter in Hollywood, many years passed before I met her again; but the passage of time had only improved her lunar beauty, given her features a more chiselled sensitivity, and her expression a more touching nobility. We renewed our friendship, but I knew so well of her dislike of being photographed that, since she was not at this time appearing in moving pictures, I had no excuse to ask her to sit for me. I was quite resigned never to include her among my sitters, when one day she started to ask me a question which I noticed she could not bring herself to complete.

"'I wonder if...' she would say, and then break off in a state (*Continued on page 129*)



Beaton self-portrait
at Calcutta's Jain Temple.

Tallulah Bankhead playing Sarah Bernhardt.
only for Beaton's camera, in 1932. *Opposite.*





Lady Milbanke
"under a glass bell"



Mr. and Mrs. Alfred Lunt
"at the piano"



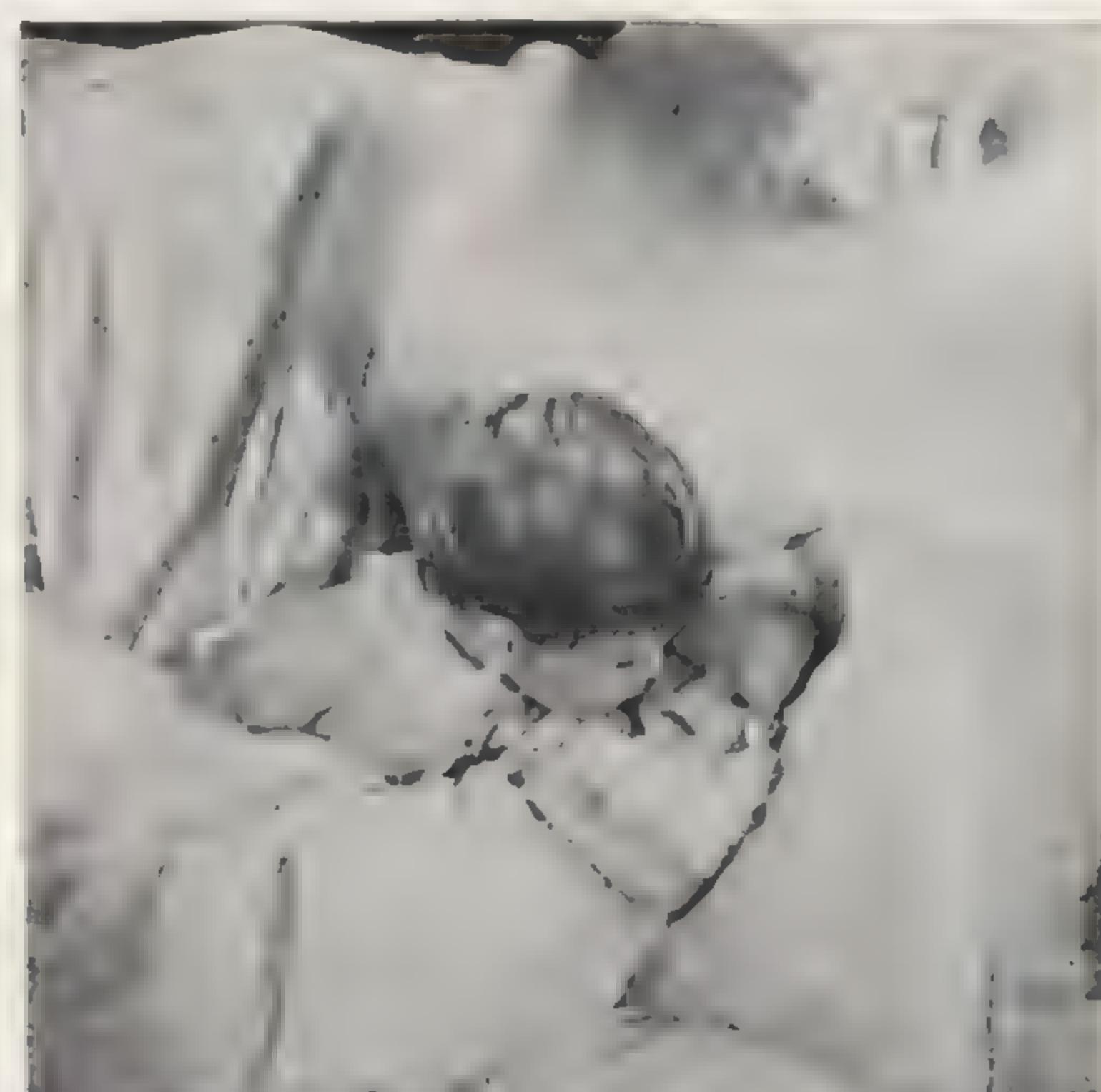
Katharine Hepburn
"Joan of Arc...in sequins"



Mrs. Vernon Castle
"a piece of thistledown"



Winston Churchill
"barks, wheezes, and grunts"



Prince Charles and Princess Anne
"like the great moment of The Sleeping Beauty ballet"



Greta Garbo
"lunar beauty"



Marlene Dietrich
"like a German Primitive"



Lady Astor
"brilliant imitations"



Gary Cooper
"one of the first Hollywood subjects"



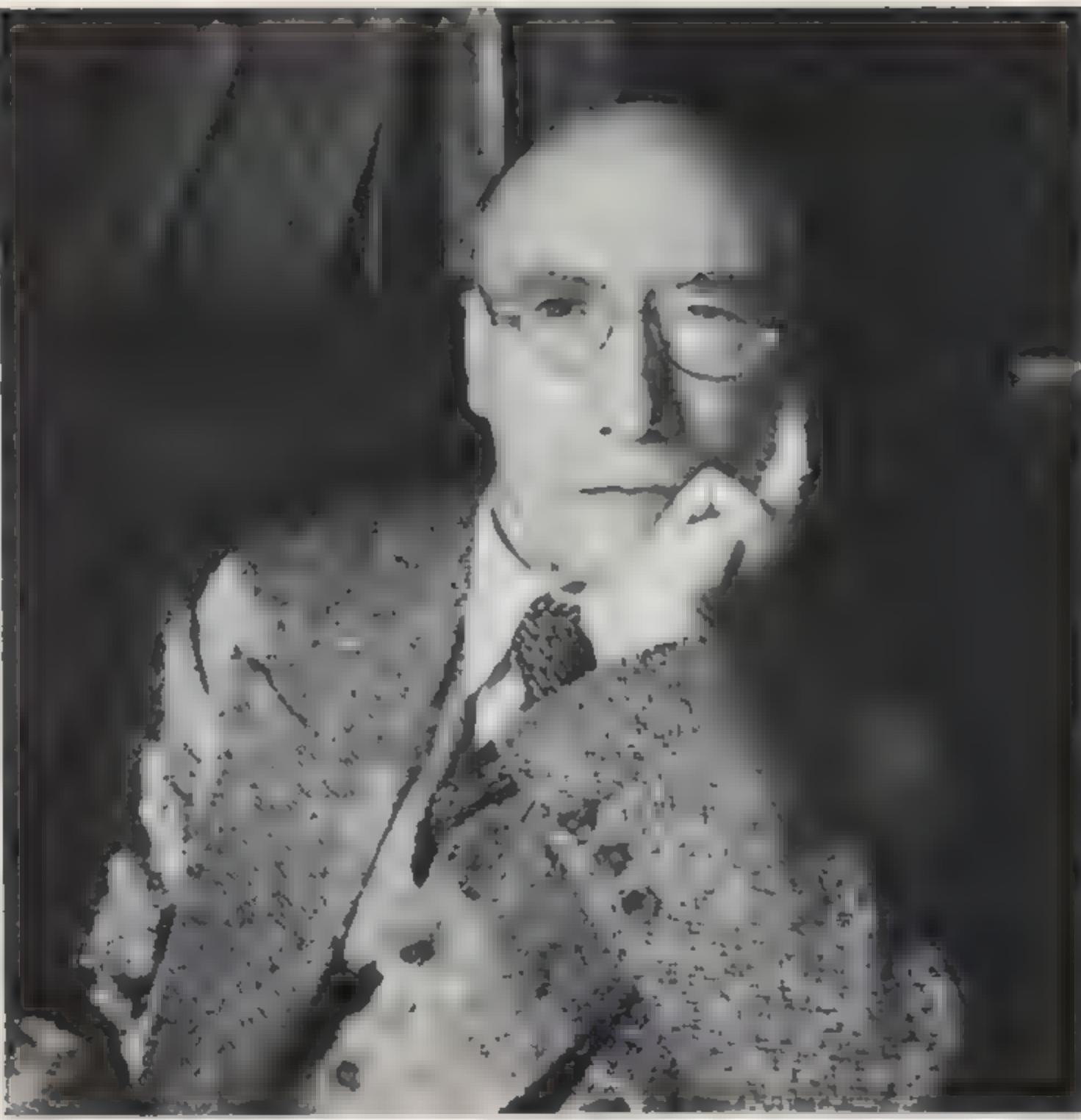
Pablo Picasso
"hated looking glasses"



Edith Sitwell
"like a Modigliani painting"



Duchess of Kent
"a fine fragment of Greek statuary"



André Gide, French Nobel Prize winner
"said exactly what he meant"



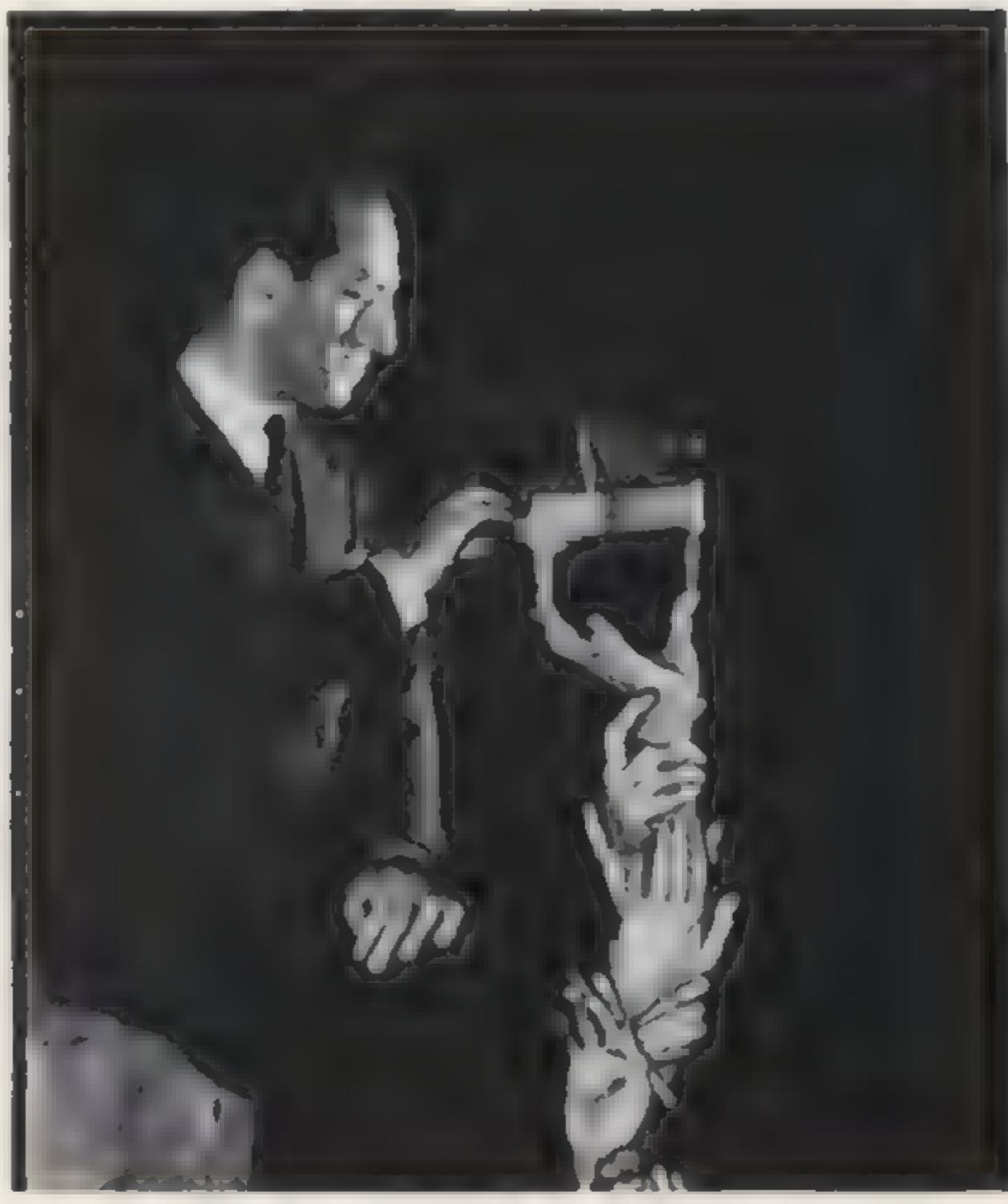
Duke and Duchess of Windsor
"cynosure of half the world"



Mrs. Patrick Campbell
"a quality of greatness"



Beatrice Lillie
"photographed in Mr. Nast's drawing room"



George Gershwin
"prop from a piano shop"



Gertrude Lawrence
"histrionic performance"



Sir Max Beerbohm
"sorry to be so fussy"



Gertrude Stein and Alice B. Toklas
"incongruous and strange"



Lily Langtry,
Edwardian actress-beauty
"the violet blue of her eyes"



Christian Bérard
"being photographed, a
second métier"

THE PLEASURE OF THE EYE

"Too much fuss is made about good taste when what is lacking is any strong taste at all."

IMUST begin by asserting dogmatically that the arts are not today in a healthy condition. This does not mean that they are neglected. Never before in history, surely, can so much effort have been made to make the arts flourish. In schools there are drawing classes, music classes, classes for the appreciation of literature.

Yet the fact remains that art, to put it crudely, does not pay its way. The concerts and exhibitions have to be heavily subsidized and never has there been a period when artists found it so hard to make a living. Further, though there is any amount of skill and talent among them, the works they produce are on a smaller scale than the masterpieces of the past. Many people have remarked on all this and many explanations have been offered for it. As is common in human affairs, these explanations differ according to the predominant preoccupations of the people who offer them. Religious people say that the reason is because we are not religious enough; communists say that the reason is that we are not communistic enough; psychologists say that it is because we are insufficiently well-adjusted psychologically. These explanations are not borne out by the facts. Such artists as are religious seem to do no better than the atheists. The art produced in communist countries is singularly uninspiring. As to psychology, how many artists in any age have been what psychologists call well adjusted? On the contrary, by their standards many have been morbid and some mad. Anyway, rightly or wrongly, all these explanations fail, surely, to take account of a far more obvious and important point to be considered in connection with this question. And that is how little store is set by people nowadays on those particular pleasures in which the enjoyment of art is rooted. To put it briefly, we live in a society that does not value the beautiful.

No doubt, if I were talking to a lecture group, somebody would now get up and ask me acrimoniously what exactly I mean by "the beautiful." And I should stammer and hedge and cut a poor figure. Indeed, it is not easy to define beauty. But then, it is not easy to define most things. This does not prove that the thing to be defined does not exist. I mean when I say "beautiful" what everyone means when they talk of a beautiful sunset, a beautiful daffodil, a beautiful pearl necklace. I mean—to put it roughly—something that appeals first to my senses and then through them to my imagination. Its colours and forms please the

eye in the first place; and in the second it suggests all manner of pleasant dreams and trains of fancy to the mind.

Now this delight in the beautiful is something instinctive in human nature. Human beings naturally seek for it. Children do; if they find a bright-coloured feather, immediately, instinctively, they stick it in their caps. This is partly because it makes them feel like Robin Hood or Big Chief Golden Eagle or whatever figure they like to identify themselves with in fantasy.

Up till a hundred or so years ago, human society was largely occupied in developing and enriching this sense—much more so than in making itself comfortable, for example. An Elizabethan noble did not live much more comfortably than his poorer neighbours. His chairs were almost as hard; he had very little more privacy; and what with buckram breeches and starched ruffs, his clothes must have been even more irksome. But they were woven of brocaded velvet and studded with diamonds and opals. So also was his chair carved and gilded; and his draughty, crowded hall hung with many-coloured tapestry. He used his wealth to have everything about him more beautiful than would have been possible to a poorer man. In a more refined and restrained mode, the same thing was true of the rich man of the eighteenth century. While, in both periods, even the poor had everything as gay and gaudy as they could afford. During the nineteenth century, however, a violent revolution took place in this aspect of human nature. The love of the beautiful became discredited. There is a well-known story written early in the century by Maria Edgeworth which has seemed to me extremely significant in this connection—the story of Rosamund and the purple jar. Rosamund, if you remember, was a child whose mother had promised to give her a present.

The mother wanted it to take the form of a pair of shoes; Rosamund, however, passing a chemist's window on a walk, was filled with a passionate desire to possess a large, gleaming purple jar which she saw there. Her mother let her have it, without telling her that the purple colour was supplied by a liquid inside the jar which would be taken out before it was sent home. Poor little Rosamund found herself burdened with an unwieldy, colourless glass vessel, and with no shoes good enough to wear at a party.

The moral of this cruel anecdote was that the child's delight in the colour was frivolous (*Continued on page 136*)

“CURTAIN OF SPAGHETTI”

A Neapolitan literary tribute

THIS is how I visited, after a fashion, a spaghetti factory on the coast of Northern Italy. For several hours the sea had been my guide. In some places it was like the train of a gown following my railway carriage. Looking at it from the slopes of the hills every time we came out of a tunnel it seemed to be attached to both the shore and the horizon, without a wrinkle, as if it were held in place by pins. I love this sea because it comes from Naples, but here it is more ladylike by far; it has lost its smell of seaweed, of baskets in which too many fish have turned over and over as they lay dying, of sails into which the sirocco has shed too much perspiration. I might almost say that here the sea is a blonde, while in Naples it is a brunette, with quite different ideas in its head and a different brand of charm. But it is still the sea and still a bearer of light; whenever one leaves it behind one feels like a young girl, turning her back at last to the mirror and walking away.

And here is what I saw of the factory. I saw white buildings, platforms, chimneys, courtyards, and huge rooms full of workers and machines, or rather the single great machine that performs the whole operation from start to finish, that kneads the dough, beats it out, cuts it and spews out the finished product like a rotary press spewing out newspapers. Spaghetti! I don't know just how to put across what I mean, but I felt like an old soldier when he sees the flag waving. Spaghetti is coming up in the world, I said to myself, to have this apotheosis, this Pantheon. What about Naples in 1912? When I was ten years old spaghetti used to be hung to dry on poles wherever there were a few square yards of open space. The effect was that of a plant or tree, and in the nearby gardens grapevines repeated the same pattern. Golden chains, wait a minute for me; I have just come out of an up-to-date Northern factory, whose image is suddenly paled by my remembrance of you, and I'd break my neck to catch hold of you again.

Anyone who enters heaven through a gate or door can not have been born in Naples. If we Neapolitans get there, we shall enter by gently pulling aside a curtain of spaghetti. We were nursed in a hurry, while the spaghetti was cooking; our mother took us away from the breast in order to let a piece of spaghetti drop into our mouth. First, she licked the hot sauce off it, or if there wasn't any she gave it a kiss. And what have I to leave my children except the

inheritance of spaghetti that was left to me? The important thing is to adapt your dish of spaghetti to circumstances and your state of mind. Never let your eyes hold more than your stomach. Spaghetti, that's all very well, but don't tell me you want them in Genoese style, or with clams, stuffed with sausage meat, blue with olives or silver with anchovies, smothered in sticky *mozzarella* cheese, or (heaven preserve us) *au gratin*. The spaghetti I leave you is at the same time prudent and lightning-swift, brusque and meditative, an improvisation and an old saw, the perfect dish for a man who is worn out from hard work, in short, spaghetti with oil and garlic.

This is a dish that anyone can prepare. You can walk into the kitchen with your hat on your head and your coat over your arm, you may be short-sighted, hard of hearing, bursting with joy or immersed in despair; it doesn't in the least matter. While the water for the spaghetti is boiling, the oil sizzles around a spike of garlic. Upon its cruel mirth drop a few leaves of merciful parsley, then let this easily obtained sauce imperceptibly burn, for in so doing it will acquire a peremptory flavour such as to wipe out the memory of things far more bitter. Yes, it takes one nail to drive out another, as the proverb has it. Don Emilio Barletta, who used to make whirling tops near the Ponte di Tappia, burned his garlic to a crisp and thus managed to put up with his wife's infidelity almost as easily as if it were nothing more than a new tax.

My sons, never weep for the dead (including your father) without spaghetti to mingle with the odour of the wax candles and draw out your fellow mourners' sorrow. No grease or sauce of any kind is suitable to a wake; upon such occasions *ricotta* cheese is the only proper accompaniment. When the elderly widower sees his even more elderly aunt at the door, he dries his eyes and slips discreetly into the kitchen. On top of the skeins of spaghetti shines a triangle of chaste *ricotta*; when he mashes it with a fork, then there is nothing but white in the dish, as in his heart, and he gives thanks to God and prays for refreshment of the souls in Purgatory. This poor devil of a Son Vincenzo or Son Carmine waters the dish with his tears and eats along with it the good earth that grew the wheat of which the spaghetti was made, the sun that made it sprout, the breeze that gently separated its stalks, and perhaps even the pail in which the milk (*Continued on page 126*)



WEEK END ON THE NEW SUPER CHIEF

Report by Thomas W. Phipps, contributing editor to *Vogue*, up-and-coming Television writer.

Apart from the fact that there was no golf, the week end that my wife, Mary, and I spent recently on the Santa Fe's new Super Chief, on our way to California, was a week end to compare favourably with any we've spent this year. Mary and I are week end experts. We've spent them on boats, in bungalows, at ski lodges, and in so many friends' houses it's surprising we have any friends left. But this was our first week end on rails—on a brand new luxe train with more moving-around space and special lounges than I've ever seen on a train; with the world's only private dining room (they tell me) on rails; and with a new kind of construction that makes the ride smoother than I'd imagined any 93-mile-an-hour moving body could possibly give.... We went Twentieth Century from New York to Chicago; Santa Fe on to Los Angeles.

Our main Santa Fe life centred around our drawing room. This was as bright and airy as a hotel room at the beach. Within the first half hour of moving in, Mary had us completely settled. Books, magazines, a travelling clock, Canasta cards, flowers in a vase, and, despite the fact that Mary was travelling with enough dresses to start a store (she was going to be photographed along the way), there was plenty of room for everything.

My first glance at the drawing room momentarily set me back. Having no head for mechanical things, I was a little put off by all the buttons and switches... but Sam, our Pullman Jeeves, soon explained everything, and from (*Continued on page 83*)



Luggage for two: five Hartmann Skymates.



This way to the shower.



Breakfast-in-bed jacket—all nylon!



Calfskin beauty case
by Charles of the Ritz.
Complete, \$75 plus tax.



Joyce slippers.
velveteen, packable, \$1.

**WEEK END ON THE
SUPER CHIEF** *continued*



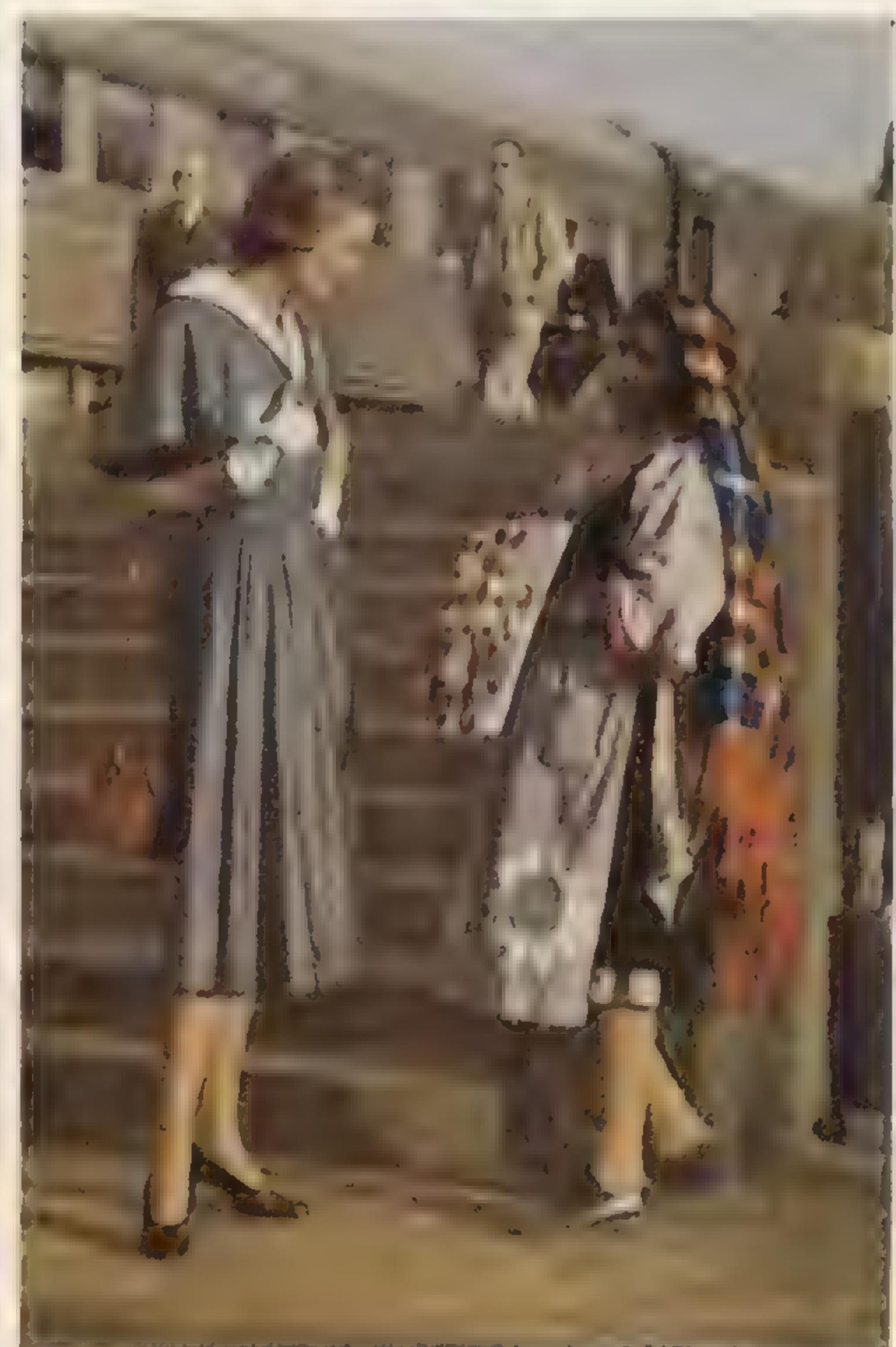
Between trains in Chicago, we hurriedly "do" the Art Institute.
Here, catching our breath beside Seurat's "Grande Jatte."

The Turquoise Room, the private dining room.
A light lunch for two.



Mary changed for a late dinner
on the Santa Fe.

Seventh-inning stretch . . . Albuquerque.
Two Indian souvenirs
bought by Mary, left by me on train.



TOP: COTTON SERGE DRESS,
BY MOLLIE PARNIS, \$70.
SHORTCOAT, BY ORIGINALA,
IN STROOCK FLEECE, \$100.
ABOVE, LEFT: ALLIGATOR BAG BY COBLENZ.
ABOVE: DRESS AND CAPELET,
BY BEN BARRACK, IN CHAMBRAY, \$45.
LEFT: DRESS, BY LARRY ALDRICH, \$60;
ECHO STOLE; BOTH, SILK SHANTUNG.
ALL AT BONWIT TELLER; I. MAGNIN.



JOFFÉ

Sunning in the Pleasure Dome on the Super Chief,

Mrs. Phipps in printed silk surah, topped,

right, by a Tebilated Irish linen jacket.

Halter-neck blouse, \$13; skirt, \$20; jacket, \$23.

The saddle-leather belt, by Schaffer.

Dawnelle gloves. Pseudo jewellery, by Steiner.

Charles of the Ritz "Bonfire" lipstick.

All at Bonwit Teller; I. Magnin.





WEEK END ON THE NEW SUPER CHIEF

continued

then on I almost never pushed the button for the music when I wanted the fan, or the switch for the reading light when I wanted to hear the news.

An hour after we were—what is the word ... en-rail? ... Mary decided to change for dinner. I compromised by parting my hair on the other side and a little after seven-thirty we were seated in the only private dining room on rails—the Turquoise Room. This is the equivalent of the Ritz Restaurant on the *Queen Mary*—with the same special food and service. It can handle parties up to nine people, and Mary and I agreed that by the next night, if we had had any luck at Canasta and had found seven friends, we would give our first dinner party on a train.

After dinner we paid our first visit to the Pleasure Dome (this, like the Turquoise Room, a Pullman Standard delight). The Dome is a glass-enclosed double decker from which you can get the most breathtaking view of the stars and the surrounding country. We lay back in comfortable chairs, listening to some old Gershwin recordings, and looking out at the moon-swept fields. It was as smooth and quiet as a fine night on board ship.

Around ten-thirty, back to the drawing room. Sam had (*Continued on page 135*)

Opposite page: DRESS

BY MOLLIE PARNIS.

MINK JACKET BY FREDRICA.

BOTH, BONWIT TELLER; I, MAGNIN.

DRESS, ALSO HIMELHOCH S; THALHIMERS.

SEE PAGE 132 FOR DETAILS OF TRAIN WARDROBE.

Right: Photographs taken at the cocktail party given by MR. and MRS. PHIPPS in the Turquoise Room when they arrived in Los Angeles.
MRS. PHIPPS with GINGER ROGERS and RONALD COLMAN.



**MRS. RONALD COLMAN,
RONALD COLMAN, and
MISS SHERMAN DOUGLAS.**

MRS. GARY COOPER



Driving through Beverly Hills



At the Fairbanks' pool



Cocktails with MR. and MRS. GILBERT ADRIAN; the Thomas Phippsses at the Adrians' San Fernando Valley house.



Mrs. Phipps, on the way to dinner

With MRS. DOUGLAS FAIRBANKS, JUNIOR, and her youngest daughter, MELISSA.



CONTINUED:
IN CALIFORNIA

Top, left: For any cool day, a country-city shortcoat in natural-colour camel's hair: boxy, double-breasted, and a feather for weight. By Rosenblum of California. \$40. *Left:* Slant-strap bathing suit of nylon woven with Laton. At the front, a small portion of skirt. By Cole of California. About \$20. *Left:* Hug-me-tight dinner jacket, to the waist; tapered sleeves nearly as deep. In creamy Stroock fleece, the collar embroidered with gold-colour threads and pseudo pearls. By Originala. About \$100. The scarf that swathes her head, one of grey silk chiffon, two and a half yards long, by Echo. \$9. *Below:* Long coat of Stroock fleece as pale as champagne, with a high-placed slant of buttons. Made by Originala. About \$155. *Opposite page:* The cross-strap bathing suit, dotted piqué; over shorts of nylon woven with Lastex. By Cole of California, \$20. *All* the above at Bonwit Teller; I. Magnin. The piqué bathing suit also at L. S. Ayres.



Conversation
on a springboard—
MRS. PHIPPS and
MELISSA FAIRBANKS
photographed at
the Fairbanks' pool.



MASTER IMPRESSIONIST; MEMORABLE MODELS

Pierre Auguste Renoir whose most famous models were Gabrielle—the nurse-maid—and Jean, his small son.

Moving with ease and dignity, almost unnoticed in Hollywood, lives the most famous painter's model in the world. To the neighbours on her unimposing street she is Mrs. Conrad Slade but to the art world she is the immortal "Gabrielle." Pierre Auguste Renoir made her famous by painting her some four hundred times in infinite poses and moods—"Gabrielle à la rose," "Gabrielle arising," "Gabrielle at the mirror." And often he painted her with his small son, Jean.

Mrs. Slade, now a woman of seventy, and Jean Renoir, who is fifty-six, are now Hollywood neighbours. To the world he is best known as the distinguished director of the international film classic, *La Grande Illusion*. (Dr. Albert C. Barnes, who owns some of the greatest Pierre Auguste Renoir canvases, also has a Jean Renoir painting in his extraordinary collection at Merion, Pennsylvania.)

It was in 1893 that a country cousin of the Renoirs came to live with them to care for their little boy. Renoir himself passed on her qualifications for he demanded that members of the household "be placid and have skins that would not resist light."

Once Renoir had a model "well worked into his brushes," it was a matter of major annoyance for him to have to change subjects. After his death in 1919 Gabrielle married Renoir's American pupil, Conrad Slade, who bore a striking resemblance to the Impressionist master. A small woman, quick and gay, with dark grey hair and sweetly sad eyes, Gabrielle Slade still wears the brilliant reds that so delighted Renoir. All about her, in everything she does, there is an *ambiance* of France: in her modern California kitchen, in the way she handles a broom, in the bread and wine she offers her guests.

Opposite: Pierre Auguste Renoir, one of the greatest of the French Impressionist painters; a rare and magnificent photograph taken in 1919 not long before he died.



Jean Renoir with Gabrielle, France, 1896



Jean Renoir and Gabrielle Slade, Hollywood, 1951



BLUMENFELD

PEOPLE ARE TALKING

A B O U T... Mail from Home campaign for men in Korea: the names and addresses of G.I.'s who get no mail, or practically none, can be had through chaplains, and the *Pacific Stars and Stripes*. . . . The necessity for supporting The United Cerebral Palsy Fund which raises money for clinics, research, rehabilitation, and the training of doctors and therapists; some 10,000 cerebral palsy babies are born each year. . . . Pretty Martha Wright, who has taken over Mary Martin's rôle in *South Pacific*, and pretty Billie Worth, who understudied Mary Martin but is now the star in the new *Courtin' Time*. . . . Phalam, the new card game from Cuba; it can be played two ways, either as forty-eight-card Hindoo bridge, or as Mountain Phalam, somewhat like rummy.

PEOPLE ARE TALKING ABOUT . . . The increasing pockets of disturbance all over the world, Iran, Morocco, Albania. . . . The New Talent Show at the Museum of Modern Art. . . . The number of women who get seasick while watching *Kon-Tiki*, the movie about a voyage across the Pacific on a raft. . . . The *Vest Pocket Calorie Counter*, a three-inch booklet which notes that a banana, a small slice of watermelon, a Coca-Cola, a half a cup of Jell-o, a dozen oysters, and a small hamburger, are each 100 calories.

PEOPLE ARE TALKING ABOUT . . . *The Medium*, a turbulent new film, with magnificent photography in which Marie Powers' mad suffering face horsewhips the nerves; its weakest point, the rather reedy quality of the sound track. . . . Shirley Jackson's new novel, *Hangsaman*, the story of a seventeen-year-old girl, caught, as in flypaper, between adolescence and maturity; there are some importantly observed scenes at a progressive girls' college. . . . The bouncing rhythms of three songs, "The Syncopated Clock"; "Rose, Rose, I Love You with an Aching Heart" in which a military band plays a happy march; and the old "Bill Bailey, Won't You Please Come Home?" . . . An Italian diplomat's comment, unlike Kipling's on a good smoke: "the vitamins of the soul." . . . Helen Parkhurst's *Exploring the Child's World*, a book of revealing interviews with children in which one said: "It's a funny thing, you always have to go after things people, like your mother, forget—but when *you* forget, you get punished."

PEOPLE ARE TALKING ABOUT . . . "Homburg Heaven," the slightly malicious name for the United Nations Building. . . . The new musical, *Flahooley*, in which the extraordinary Peruvian singer, Yma Sumac, exhibits her abnormal vocal range. . . . Barnett Newman's great stretches of brilliant canvas, some all reds or all white, with a thin band of red on red, or white on white. . . . The record of the barrack's song "Old Soldiers Never Die," played with fading effects, and far-off taps. . . . *Sydney Smith*, Gerald Bullett's new biography of the nineteenth-century clergyman who rather originated "nonsense" as a conversational art; when his doctor once told him that "You must take a walk on an empty stomach," he asked, "Whose?"

MARGUERITE HIGGINS, new Pulitzer Prize winner *opposite*

She is the author of *War in Korea*, a new factual book, earnest, moving and innocent of military strategy. No stranger to the Far East, she was born in Hongkong, speaks Chinese as well as French. When war broke in Korea, this big-boned, handsome woman, now in her early thirties, was the *New York Herald Tribune's* Tokyo bureau, reached the fighting front almost immediately. From there she reported with passion and understatement. Although that was her first time as a combat correspondent, she had had some European wartime experience which led to her winning the 1945 New York Newspaper Women's Club Award for her stories on Berchtesgaden and the liberation of Dachau. Later during the period of the Berlin air-lift, she was the *Herald Tribune* bureau chief. (Recently she also won the George Polk Memorial Award of the Overseas Press Club.) Now a celebrity, a rôle she accepts with matter-of-fact simplicity, Marguerite Higgins, both as lecturer and reporter, is articulate and compulsive.



LIBERMAN

Christian Dior bought an old mill by the forest of Fontainebleau and rebuilt it with the help of the architect, Geoffroy Schaison. Here, among the rich flat wheat fields, he spends long stretches of summer days and week ends the year around. He has an ambition someday to be a farmer, but now in his limited time he enjoys his woods, the hush of reeds in the canal, and his brilliant gardens designed after no visible plan but colour: unconventional plantings—fat pink roses next to dark red pompon dahlias—which Dior is forever re-designing. His ideas are carried out by a big silent gardener who raises the plants in the kitchen garden and transplants them as they bloom, so that the colour is always breath-taking.

From the road, Dior's house is a mass of grey stone guarded by a mongrel dog and the gardener's children. It resolves itself into a building one room deep, forming three sides of a courtyard. The house has no corridors; flagged walks, out of doors, lead to most of the rooms, which have a privacy and completeness of houses within themselves. In the summer, the living and eating is out of doors: the big dining room has walls that open on either side; canasta (Dior's addiction) is played in the alcove where farm wagons stood; after-dinner coffee is served in an outdoor brick room with paintings on the walls and bright canvas mattresses on a low stone wall... and at every view are the bright flower beds.

Dior is a relaxed and understanding host, who believes his guests should be as relaxed as he is. He is also a great gourmet, who believes his guests should eat as much and well as he does. His turbaned Martiquan cook loves to cook; the atmosphere of the house is definitely gastronomic. One wing contains a wonderful big kitchen full of gleaming copper kettles. In the same wing is a small salon, and a Victorian bedroom (*Continued on page 93*)

LE MOULIN DE COUDRET

CHRISTIAN DIOR'S COUNTRY HOUSE—A RECONVERTED MILL

ON THE EDGE OF THE FOREST OF FONTAINEBLEAU.



The Moulin de Coudret, Christian Dior's house at Milly.

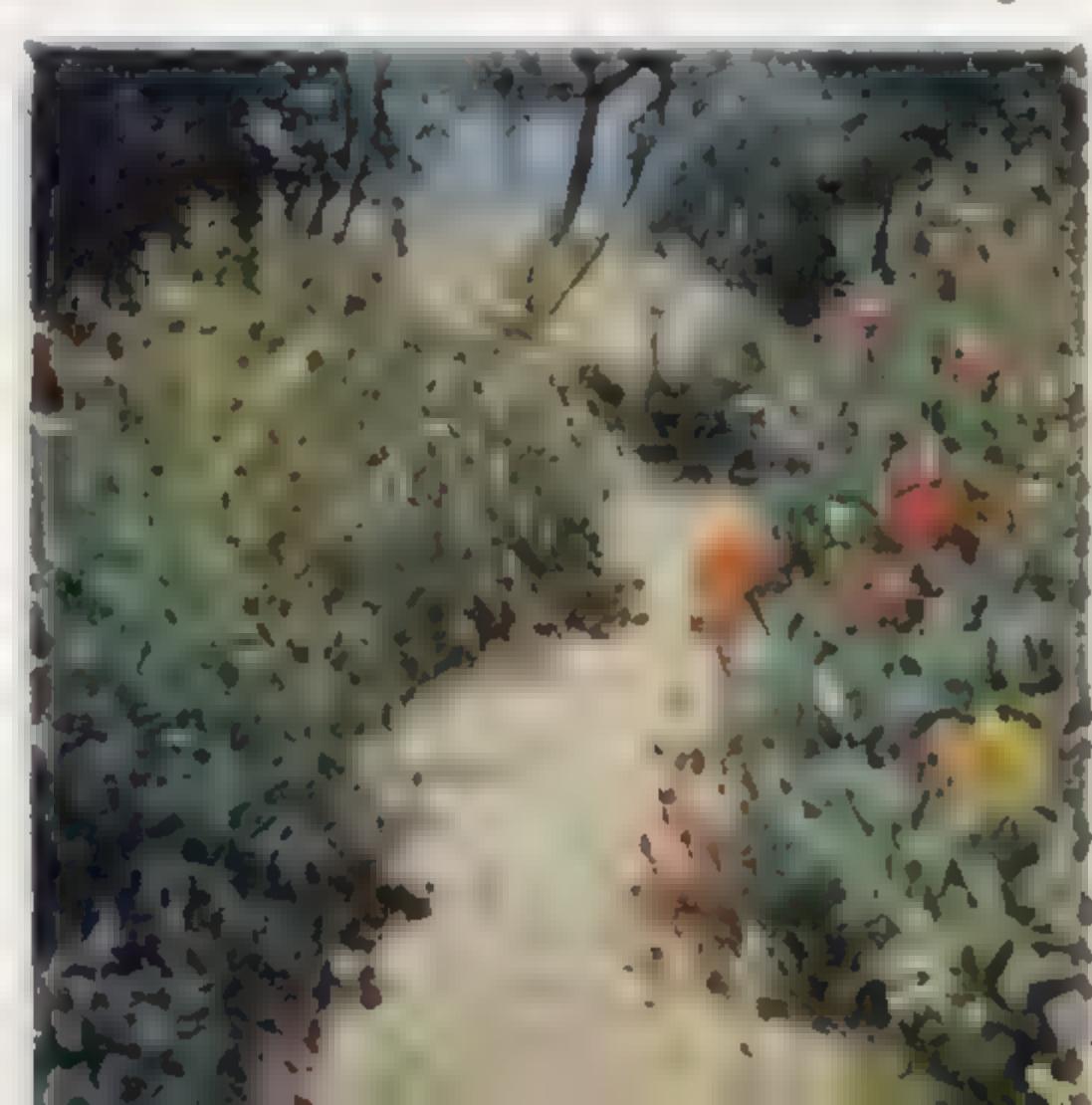
The mill wheel still standing; the millrace now a swimming pool.
Grey stone, black and white umbrellas, brilliant flowers.

The house frames a courtyard.
The big barn doors frame a wall-size
glass door in the dining room.



Coffee in an outdoor room;
flowers in a basket, flowered cloth, flowered cups;
and the outlook—flowers.

The borders bloom everything
from roses to dahlias; annuals and perennials.



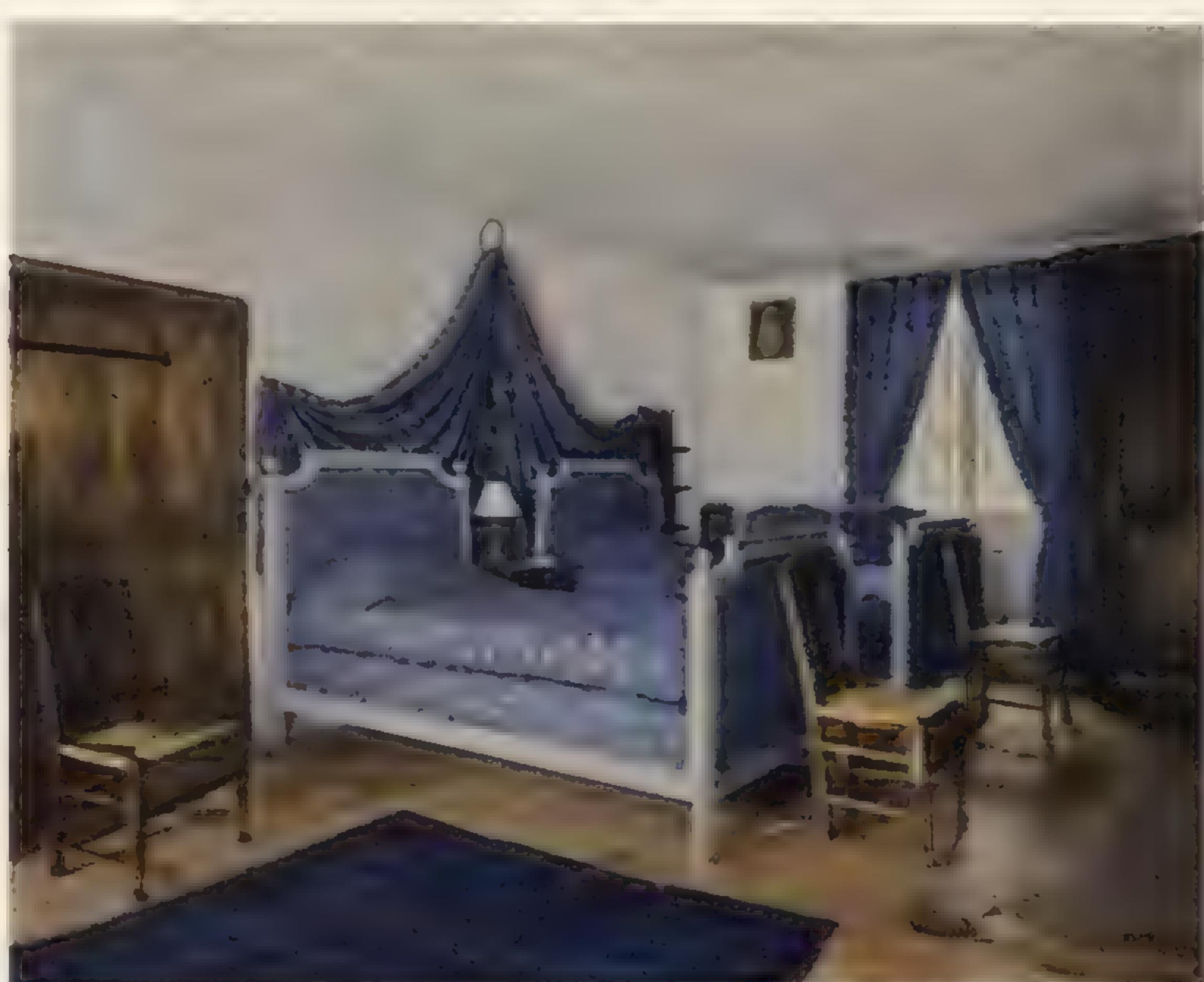


The double salon; the dividing wall, a fireplace facing two ways.
White walls countered with flowers—real and woven.
The old mill beams countered with parlour furniture.



The little white bedroom;
always given to a woman guest,
as a mark of special attention.

The double guest bedroom; upholstered Louis XVI beds,
old tile floors, plank doors, a view of gardens on both sides.



A hollyhock against a grey stone wall;
almost a hallmark for Dior's house.



ANTHONY DENNY

DIOR'S HOUSE

continued



Dior's bedroom is very simple, almost bare; the alcove bed, the walls hung in grey mattress ticking.

The dining room was the mill barn, still has the old beams. The room is as high as the roof, opens on both sides on flowers.

and bath . . . a complete apartment for a guest. In winter, Dior eats in this small salon, or, more often, in the big, warm kitchen. A week end at this house involves continual good eating. A luncheon might include: lobster *Armoricaine*, dripping rich red sauce; a leg of lamb, sweet with garlic, served with half a dozen vegetables from the garden; salad and superb cheese; and frozen coconut milk. Tea, two and a half hours later, turns up with ham *pâté*, hot brioche.

The centre wing of the house was the mill barn. In the big salon there is a mid-Victorian flavour in the flowered rugs, flowered upholstery, a feeling that *Madame Bovary* might have lived here; and, as always in a Dior salon, a potted palm. One of the old millstones is a huge magazine table, the other, a leather-cushioned seat. In the third wing is Dior's little writing room and the double salon with its two-sided fireplace. A stairway leads up to Dior's bedroom, the simplest, most austere room in the house. Dior has found every piece of furniture, every picture, every bibelot himself. He knows every antique dealer in the vicinity, and plays a fine, buying comedy with them: a long discussion of every article, including praise, insults, giving the dealer the pleasurable selling he enjoys. Dior is a collector, not of the rare and necessarily expensive, but of the tender, the personal, the amusing and colourful object that has meant something to someone, and will to him. The result is a warm, individual, enchantingly various house. From the delicate white room to the loft room (with a bed made of beams and covered with a Paisley shawl), to a hollyhock against a grey stone wall, it is clear that every object, every view, every walk at the *Moulin de Coudret* is the work and choice of the owner.



SHORT DRESS FOR LONG EVENINGS

A dress for every-other-evening in summer;
a dress for the sort of evening
that often begins in broad daylight.
White silk organdie, palely etched with greys
and browns; the skirt hemmed just above the ankle.
a length clearly evening. To order, at Mainbocher.
Jewels, both pages, from Van Cleef & Arpels.

MAINBOCHER'S
AIRY NOTIONS



BIG DRESS FOR BIG EVENINGS. A summer ball dress as important as a winter ball dress—
for the summer parties that *are* as important as the big winter ones (there's a growing number
of summer début parties, from Long Island to Santa Barbara). This accomplishment,
a dress of silk marquisette in tones of red and pink; the great skirt
broken by a polonaise. Made to order at Mainbocher. Backgrounds, both pages, Knoll Associates.





Afternoon coat of stiff off-white ribbon silk.



Characteristics: her grey hair,
neatly veiled, caught with diamond clips.

**COMTESSE
JEAN DE POLIGNAC**



A hug-me-tight worn to
shape a stand-away neckline.

Jacket and sleeves fused into one oblique line.



HORST



At-home evening dress in the tradition of the house of Lanvin



The stand-away collar;
unmistakably Castillo

Madame de Polignac is the head of the house of Lanvin, the daughter of the great Jeanne Lanvin who was one of the memorable figures of the Paris couture. (It is said that the house of Lanvin grew out of the children's dresses her mother first made for the small Marie Blanche.) But Mme. de Polignac's interests were at first far from the couture. She has a Talleyrand wit, is an amateur musician of great talent and standing, with a beautiful voice. Her Sunday musical evenings have been and are famous among professional and fine amateur musicians. At the death of her mother, she chose to take over the house of Lanvin—and its traditions for magnificent embroideries, for the perfumes first mixed by Mme. Lanvin, for the yellow-red called "rouge Lanvin." This year, she has brought to the house the fresh, decided talent of Castillo; has given him complete freedom of non-traditional design.

Mme. de Polignac is photographed here in clothes she chose from his first collection. On this page, a dinner (at home) dress deliberately and admirably reminiscent of her mother's work; and a suit with Castillo's newly significant horse-collar neckline. On the opposite page, a beautiful, thick silk, white coat; a hair covering typically her own—neat veil, diamond clips. A jewelled stole-with-sleeves, one of her favourite choices for a little evening wrap. A jacket, with the new look of sleeves melted into the body line, in strong Nattier blue: a compliment to Mme. de Polignac's lovely (as in a Nattier) colouring.



HORST

Will you be in town at all? Yes? Then see the costume, *opposite*. A dress in black cotton, with its own jacket, to adjust to changes of air-conditioning and changes of plans.

In Lonsdale pima cloth, the strapless sheath; jacket flashed with white piqué. By Martini, about \$60. Bendel's Young-Timers; Woodward & Lothrop; Jays; The Broadway.

Would you like one dress to adapt to town or country?

Right, precisely that, in natural silk pongee. Here we show it for town with a straw coolie hat and black *rebozo*. Dress, \$45.

Fringed wool jersey *rebozo* by Glentex, \$10.

Both, Bergdorf Goodman. Dress also at Famous-Barr.

Are you going to pack? There's a two-piece dress, *below* that packs like a parachute; for Paris, London, New York.

Taffeta Shantung in a new flint-y colour. By Mollie Parnis, \$95.

De Pinna. Ledo daisy jewellery, at McCreery's.



LEADING ANSWERS TO SUMMER



Have you a sun tan? Or not? Either way, see the dress *above*, in a marvellous light-blue Moygashel linen.

The cut, *cut* enough to wear in town. Neckline, convertible.

By Eisenberg, \$70. Franklin Simon;

The Dayton Co. Bracelet by Forstner, Franklin Simon.

Do you live in two places?

Right, striped grey and navy-blue silk Shantung, the colours, the cut, the bare arms, good for town *or* country.

By Jamison Classics, \$35. Peck & Peck. Black calf and gilt metal belt, by Midtown; gold-plated necklace; at Lord & Taylor.

LEADING ANSWERS continued

Would you like to look fresh as dawn all day? *Opposite*, one of the most bound-to-please dresses of any summer to date. Softened shirtwaist dress of silk surah. By Joset Walker, \$50. Bergdorf Goodman; Thalhimers; Himelhoch's; Stix, Baer & Fuller. Lip-colour, Coty's "Geranium."



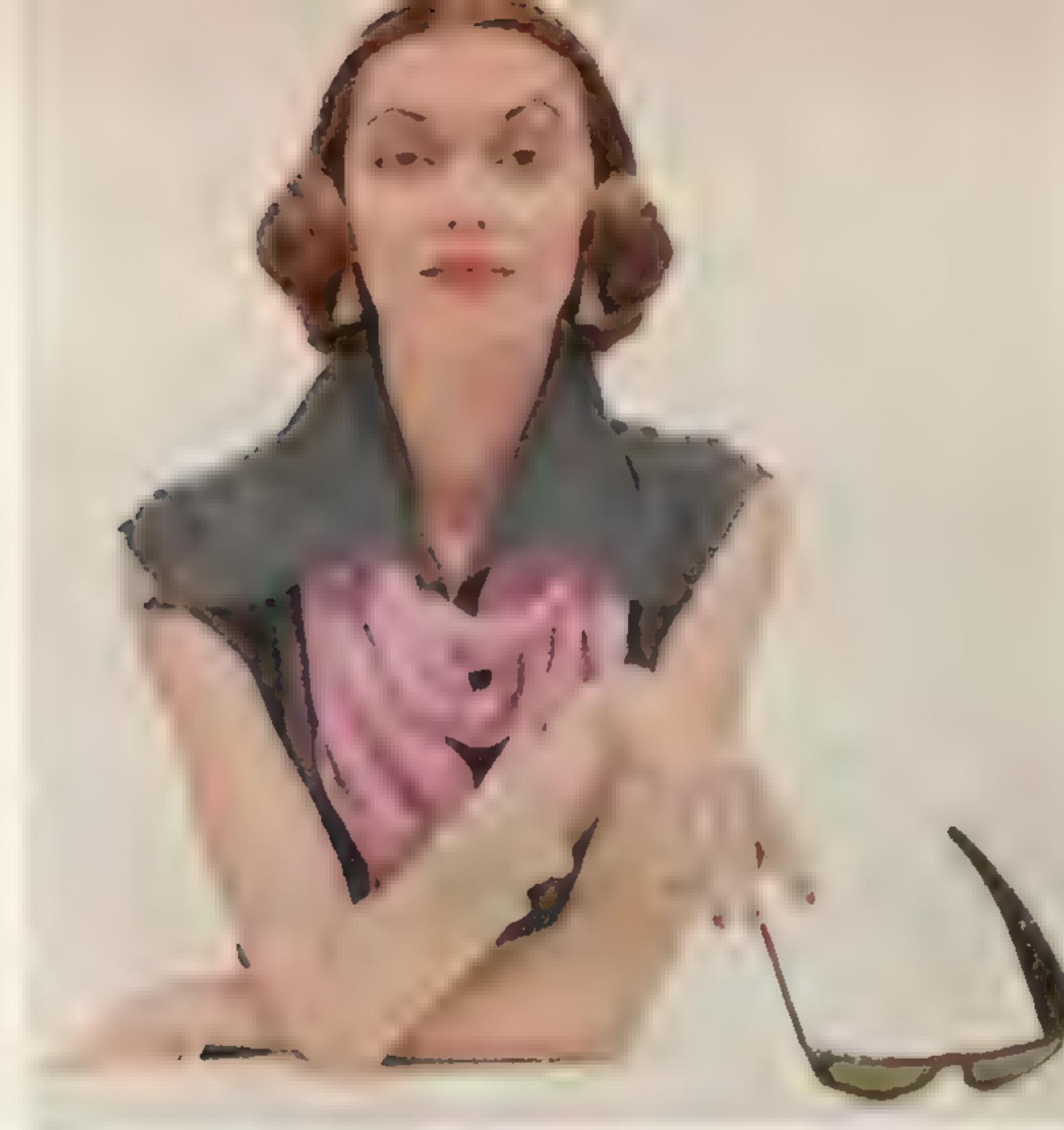
FRANCES McLAUGHLIN



EYE-SHADOW SHADES



1A



3A

SMOKY LENS; WOODEN FRAME



2A

GREEN LENS; DENIM FRAME



2

BLUE LENS;
TRANSPARENT FRAME



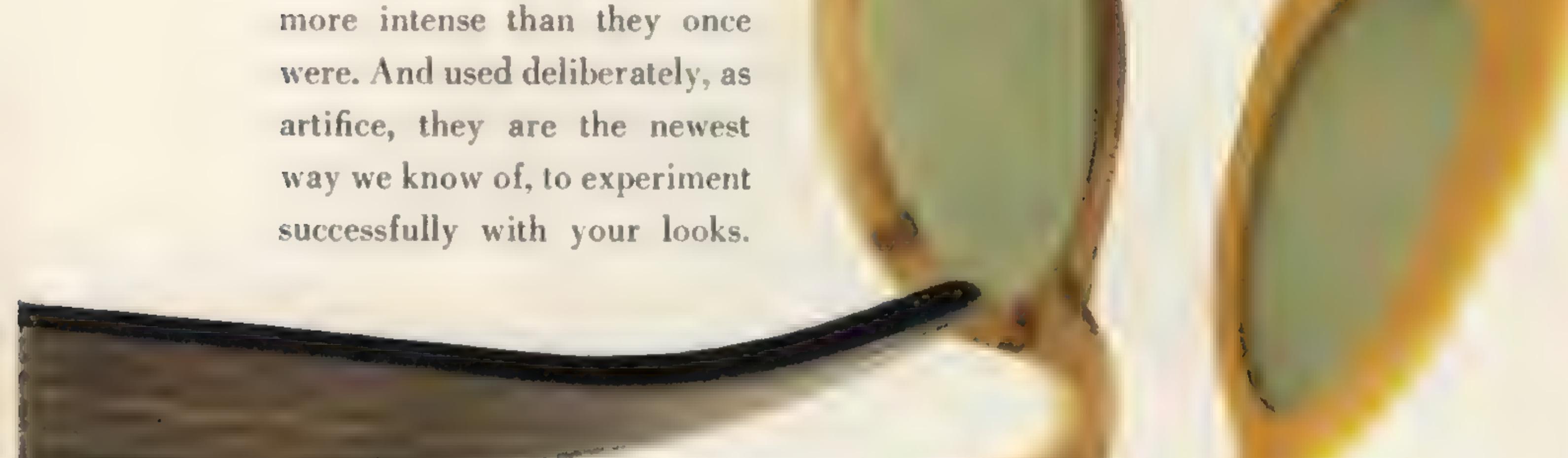
SEA-GREEN LENS;
GILT FRAME



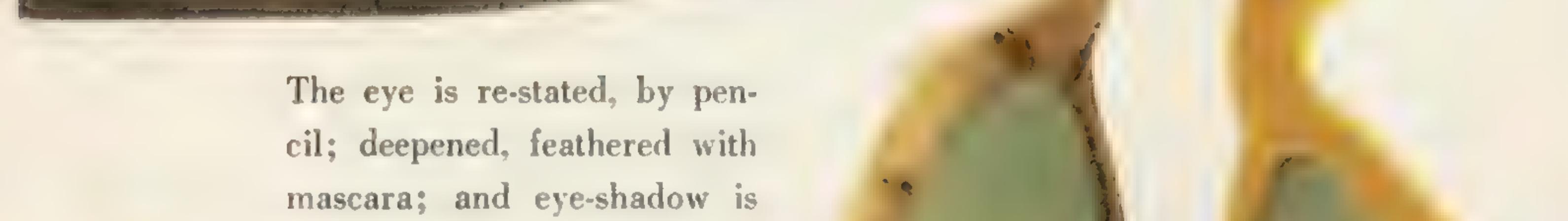
5



But that's not all. Eye-shadow shades in make-up itself are more intense than they once were. And used deliberately, as artifice, they are the newest way we know of, to experiment successfully with your looks.



The eye is re-stated, by pencil; deepened, feathered with mascara; and eye-shadow is used emphatically for colour. For details about the make-up on these pages, see page 138.



SEA-GREEN LENS;
OPAQUE FRAME



6

But that's not all. Eye-shadow shades in fashion mean not only what you put on your eyes—but what you put *on*. The fashion for deepening the brilliance of the eyes with intense eye-shadow shades, and the fashion for bringing colour into clearer focus with tinted sunglasses, are just a part of this summer's spectrum in *all* of fashion. For information about the clothes shown on these two pages, see page 138.



6

SEA-GREEN LENS; OPAQUE FRAME



Beach-club evenings, the daylight picnic supper....

Opposite, an unexpected combination of cottons, a flowered top of Bates dimity, checked skirt, checked jacket (not shown). Glistening belt. By Brigance, \$35. Lord & Taylor; Neiman-Marcus; Strawbridge & Clothier. Really orange, and news, her lipstick and nail enamel: Revlon's "Orange Sherbet."

City evenings, roof-dining, dinner at home....

Right, black silk organdie, a full skirt, and just about perfect. By Martini, \$70. Jay Thorpe; Garfinckel's. Rhinestone and porcelain pin and earrings. Jay Thorpe.



City evenings, country evenings, theatre evenings, either place....

Left, an illusion dress, a dress that appears so simple and undone that the material—floating silk organdie—comes as a surprise. Grey and white, striped and pleated, over a black rayon taffeta sheath. By Mollie Parnis, \$90; Bogoff jewellery; all, Best's.



A N S W E R S T O
T H R E E K I N D S
O F E V E N I N G S



1. CHECKED COTTON GINGHAM, \$11

**COTTONS, WELL TIMED,
WELL PRICED**



2. PLAID COTTON GINGHAM, \$18



3. COTTON CHIFFON, \$30



4. COTTON TISSUE GINGHAM, \$13

Five cottons from denim to chiffon; from small to smaller price; all, good calking for a June-September wardrobe. **1.** City-country dress with a white piqué cuff-collar, piqué at the pocket, in black and white checked Sanforized Galey & Lord gingham. By Georgiana, \$11; this, and the jet earrings, at McCreery's. Dress, also Carson Pirie Scott. Gold-plated bracelets by Bergère; Lord & Taylor. **2.** A sunny country day dress (with a stole not shown) in red and brown plaid Galey & Lord gingham. By Henderson Casuals, \$18. Bamboo bracelet by Schwab. Both, Lord & Taylor. **3.** For late-day in the country, any day in town, a dress of grey cotton chiffon, Tefilized for crease resistance; by Kenneth Tischler, \$30, Bergdorf Goodman; Thalhimers. **4.** Sleeveless afternoon-in-the-country dress by Nelly Don, in brown and white plaid Ameritex tissue gingham, \$13; McCreery's. **5.** Summer staples: blue denim dress to pack for the week end, with white buttons, white string belt, by Sailing Blues, \$9; big white straw basket bag, by Josef; both, Best's. Dress, also at Neiman-Marcus.

5. COTTON DENIM, \$9



COFFIN



MENUS AND RECIPES
BY JANE BELL

Week End 1. (4 people)
FOR THOSE EXPERIENCED
(BUT NOT FANATIC) GASTRONOMES,
WHO ARE KNOWING ENOUGH
TO WELCOME UNEXPECTED FLAVOURS:
TO BE DELIGHTED BY A
SIMPLE DISH, PERFECTLY DONE.

Week End 2. (6 people)
FOR GUESTS NOT AFRAID
TO EAT HEARTILY;
WHO MIGHT INCLUDE
PERHAPS, A SOLDIER,
SAILOR, OR MARINE ON LEAVE.

Week End 3. (4 people)
FOR GUESTS WHO WILL ENJOY
A REMINDER OF
EUROPEAN MENUS AND FLAVOURS.

The invitation: Come for the week end. A good plan for both days: plan nothing, really, but the menus, making these the high points of the day, the only scheduled entertainment; leaving the hours of Saturday and Sunday strung gently from mealtime to mealtime. Plan to eat quietly and leisurely on a shady terrace; beneath a great old tree; in the cross breeze of an outdoor dining room. On the next two pages are three sets of menus (the recipes are on page 124) planned for us by Mrs. Bertrand F. Bell, junior; each is planned to please the slightly different tastes of different guests. The point is, they are for you and your guests to savour, enjoy, linger over; and that's all they are "for." Not for gaining or losing, or curing anything (except possibly an acute surfeit of such often boring diet menus). Ordinarily, the big trouble with week ends like these, is that everyone is having a marvellous time but the cook. And supposing the cook happens to be you. Here is where Mrs. Bell's Work Plans come in; really planned, really proved, that one interested cook can manage nicely and alone with no conscience-stricken can-we-helps? from anyone. They aren't Too Much—either to cook or to eat; and they are festive enough to make the point that good menus, good food are enough of a point in themselves to make a week end.

WEEK-END MENUS

FOR PEOPLE NOT ON A DIET

Left: A fête champêtre—more than a picnic. As fresh as the air, the pink-embroidered white Swiss organdie dress, by Ceil Chapman, \$125; Bendel's Young-Timers. For further details, see page 138.

WEEK END 1: WORK PLAN

EARLY SATURDAY MORNING: Roast the duck for Sunday night, let cool and put away. Meanwhile, make vanilla syrup; prepare watermelon and blackberries, cover with hot syrup and chill.

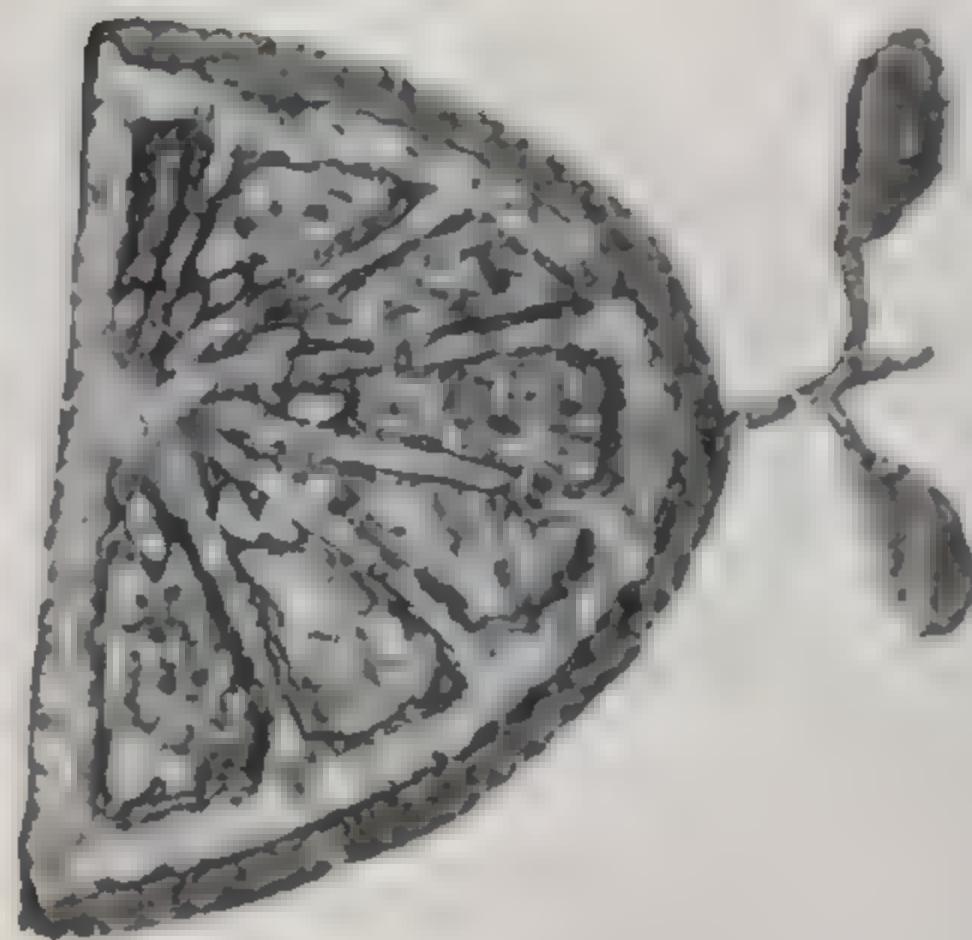
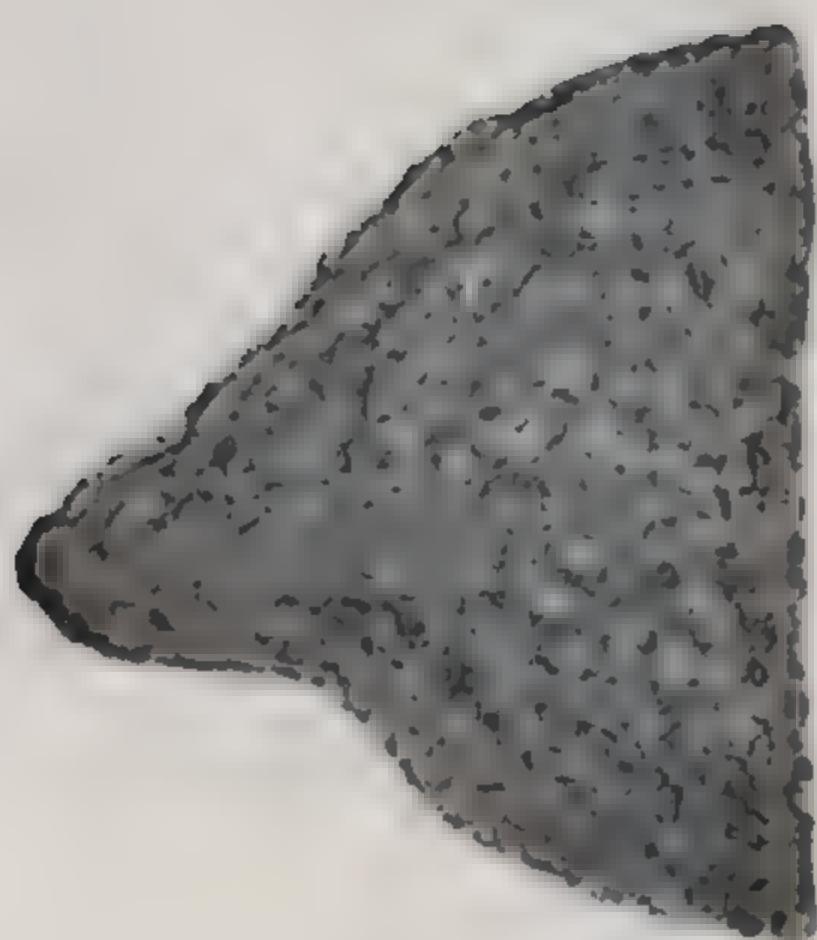
LATE SATURDAY AFTERNOON: Cook the Lobster à l'Armoricaine.

EARLY SUNDAY MORNING: Prepare the duck in jelly. Make cherry pie (if this has not been purchased). Trim fat on veal kidney.

Saturday Lunch

GREEN NOODLES
with
LIVER PÂTÉ and GRATED CHEESE
ITALIAN BREAD
WHITE BURGUNDY
such as a MONTRACHET
ICED WATERMELON BALLS
with RIPE BLACKBERRIES covered
with a thin vanilla syrup

Toss hot green noodles (artichoke or spinach) with sweet butter; mix quickly with small pieces of cold pâté; sprinkle with fresh grated Romano (or similar) cheese, and, if you can find them, truffles chopped. Quick to prepare, it's a dish that must be eaten immediately, in big helpings, while the noodles are still very hot and the pâté unmelted. This is good with any pâté from the finest Strasbourg to any of the various canned liver pastes.



Saturday Night

AVOCADO COCKTAIL, or
WHIPPED AVOCADO (GUACAMOLE)
served with cocktails
*LOBSTER à l'ARMORICAINÉ
PÂTÉ
(or other long-grain rice
cooked dry)
ALSATIAN WINE
HONEYDEW MELON
(ripe, fine served ice cold)
*CAFÉ COGNAC FRAPPÉ

Sunday Lunch

*WHOLE VEAL KIDNEYS
grilled over charcoal
GARDEN STRING BEANS
buttered
SAUTÉED POTATO BALLS
ITALIAN BREAD
ICED ROSÉ WINE
BLACK RASPBERRY ICE
sprinkled with lemon juice.

Sunday Supper

*COLD ROAST DUCK in JELLY
with
carrots and tarragon
HOT BUTTERED BISCUITS
A RHINE or RIESLING WINE
SOUR CHERRY PIE or TART

With just a little courage and dexterity, you can make this delectable lobster stew as they make it on the coast of Brittany. The liveliest of small lobsters are killed the instant before they are sautéed scarlet in olive oil; they are then simmered in an authoritative sauce of white wine, and flambéed with brandy at the last moment. Serve the stew from a big earthenware casserole into deep soup plates; provide nutcrackers for the claws, finger bowls, and extra napkins all around. Café cognac frappé, in big goblets, is a splendid finish.

A superb grill, and great fun to watch since spectacular flames shoot up when the kidneys are first laid on the grill. It should only be attempted in a clear place, not near the house. It is hard to get whole veal kidneys, so warn the butcher in time that you will need four unfrozen kidneys, still encased in their fat. Grill over a moderate flame, about six or seven minutes on each side, and serve at once.

Cold duck is so delicious, it certainly deserves to be served much more frequently. The jelly is quite simple, it has a fresh taste, and is of a pleasant, delicate texture.

WEEK END 2: WORK PLAN

Saturday Lunch

- *BAKED CREOLE SHRIMPS in CREAM
- HOT BUTTERED BISCUITS
- SAUTERNE
- CRISP ROMAINE SALAD (light French dressing)
- FINE SOFT CHEESE with COFFEE

Saturday Night

- MINCED CLAMS (mix a big bowlful with cottage cheese; season with Tabasco, lemon juice, and Worcestershire; spread on potato chips; serve with cocktails)
- *ROAST LEG OF LAMB AU JUS (with herb butter, garnish of watercress, small white onions, and potato balls)
- ZUCCHINI or COCOZELLE SQUASH (season with sweet butter, ground black pepper, and paprika)
- ITALIAN BREAD
- A choice of RED or WHITE BORDEAUX
- *VANILLA ICE CREAM with POWDERED ALMOND CARAMEL (the thick yellow kind; pile in a serving dish, sprinkle with powdered almond caramel, candied violets)

Sunday Lunch

- *SWORDFISH grilled à la Turque
- WATERCRESS
- JUMBO BAKED POTATOES
- Plenty of COLD, DRY BEER
- BIG GREEN SALAD (add slices of cucumber and green pepper; dash of sour cream in the dressing)

Sunday Supper

- *HEARTY CHICKEN GUMBO (serve from a tureen with fluffy white rice)
- DARK CHOCOLATE CUSTARD PIE (sprinkle with chocolate shavings and ground coffee)

EARLY SATURDAY MORNING: Cook and peel shrimps. Make the almond caramel. Wash and dry romaine, and make the dressing.

LATE SATURDAY AFTERNOON: Cook lamb. Everything cooks in roasting pan except zucchini.

EARLY SUNDAY MORNING: Cook gumbo to halfway point, cool and put in the refrigerator. Meanwhile, make marinade for swordfish. Prepare lettuce and vegetables for salad. Make chocolate pie.

SUNDAY EVENING: Remove skin, bones, and gristle from gumbo chicken; cut up meat. Remove fat from chicken jelly, heat with vegetables and serve.

Baked shrimp, a rich casserole which gains character from the fiery court bouillon in which the shrimp are cooked. A crisp green salad, cheese, and coffee will be enough afterwards.

Roast lamb, but not *just* roast lamb. A choice leg, cooked pink in the French way, so that when it is carved, all the delicious juices flow out and mix with the melting butter to make a perfect dressing. The onions and potatoes cook with the lamb; are good with the delicate flavour of the green squash. The dessert is that rare combination, both substantial and festive.

This is an excellent way to cook fresh swordfish, but should not be attempted with frozen fish. Individual steaks are pierced with a bay leaf and marinated briefly in a mixture of tomato juice and onion juice, then grilled over a slow charcoal fire. Then, since the fish is naturally dry, the tomato and onion marinade is used for basting.

Old-fashioned chicken gumbo, a long-time family favourite, really deserves to be in favour again. It has great character, is attractive looking, and is enough to satisfy the most ravenous appetite. Chocolate, surprisingly, tastes very good afterward.

WEEK END 3: WORK PLAN

EARLY SATURDAY MORNING: Cook red cabbage; fowl for chicken mousse. Prepare tomatoes for Sole Duglére.

SATURDAY EVENING: Roast guinea fowl and, in the meantime, prepare the figs in cream. Cook rice.

EARLY SUNDAY MORNING: Make the chicken mousse. Cook the veal with olives.

SUNDAY EVENING: Heat the soup. Cook sausages. Cook cucumbers.

Saturday Lunch

- *SOLE DUGLÉRE
- FRENCH BREAD
- CHAMPAGNE NATURE OR A POUILLY
- SWEET CORN ON THE COB
- INDIVIDUAL BLUEBERRY TARTS

Saturday Night

- ROAST GUINEA HENS
- *RED CABBAGE
- RICE (cooked in stock, served dry)
- *FRESH FIGS (in cream, brandy, and Crème de Cacao)

Sunday Lunch

- *VEAL braised with olives, mushrooms, and white wine
- TARHONYA (Hungarian Egg Barley, if available; otherwise, fine noodles, dressed with sweet butter and ground black pepper)
- FRENCH ROLLS
- A RHONE WINE such as CHATEAUNEUF DE PAPE
- RIPE GREEN MELON

Sunday Supper

- *QUICK BORSCHT SOUP (served hot with sausage croutons)
- *COLD CHICKEN MOUSSE (in a ring, fill with hot diced cucumbers; season with butter and chopped fresh mint)

Sole Duglére is an excellent dish; before the war, a specialty at Quaglino's in London. It is easy to make and goes wonderfully well with such American favourites as sweet corn and blueberries. One warning: if all the ingredients aren't of the finest quality, the result will be a pallid imitation of the real thing. The fish must be fresh (seriously, all but swimming); the tomatoes, garden ripe.

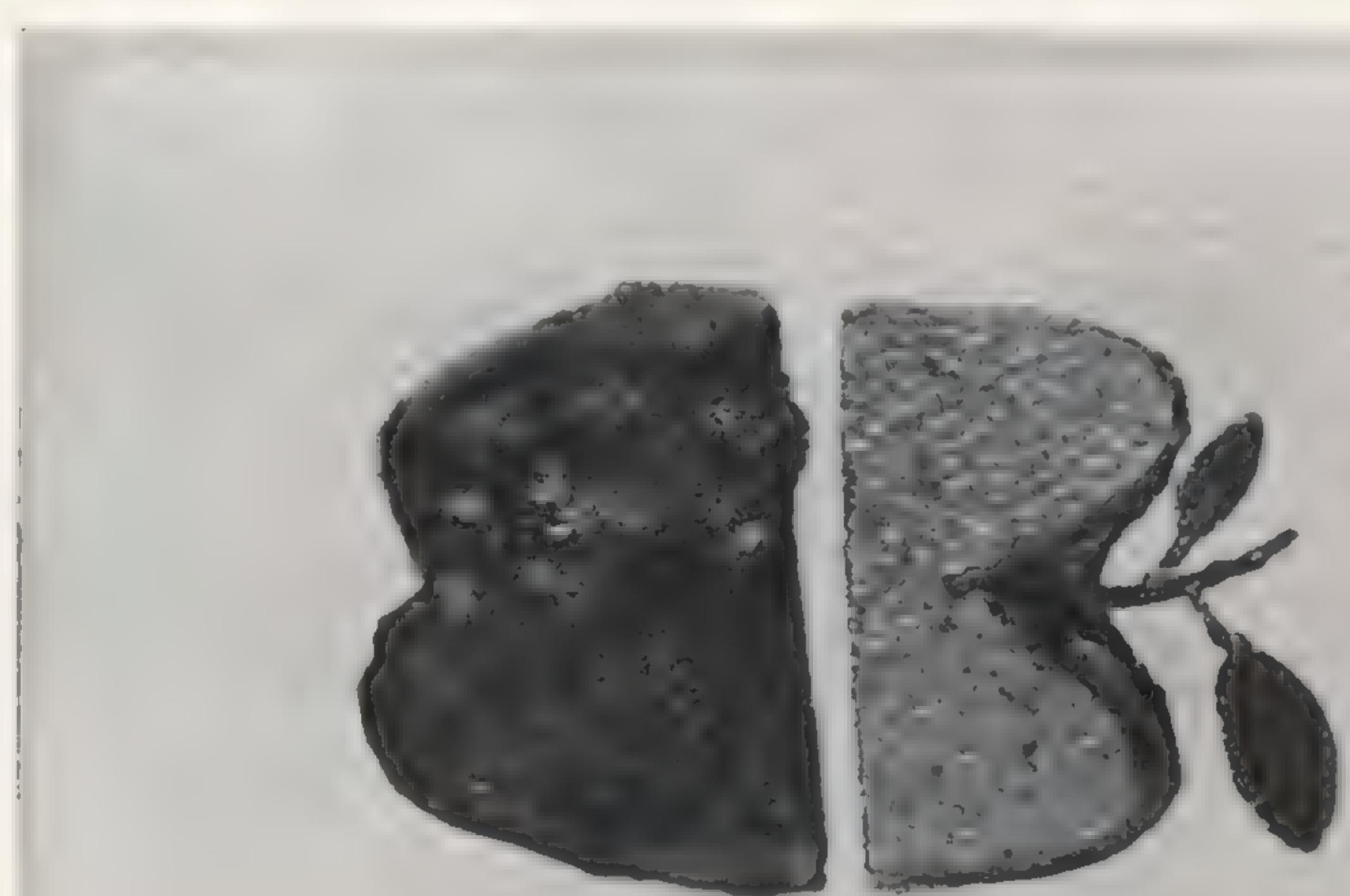
Partridges, with these accompaniments, used to be served in the great houses of Czechoslovakia to shooting parties. They tasted delicious on summer evenings after a long day out-of-doors, and I remember the huge garlands of dark red fragrant roses which often adorned the dinner tables. Guinea hen is rather like partridge and can make this a pleasant meal. If it should bring back memories, it would, of course, be that much better. If a lighter dessert is desired, lemon ice, served with *petits fours* is perfect.

Braised veal, an old French favourite, easy to prepare, and delicious served later, cold, if any is left over.

This is a very good mousse, which really tastes of chicken and has a delightful texture. The clear dark soup and the delicate flavour of the cucumbers go very well with it.

*RECIPES FOR STARRED DISHES ON PAGE 124

THE TILES, THREE FROM AN ENCHANTING SERIES, CREATED BY FABIO RIETI. 4" X 6", \$5 EACH, FROM ITALIAN BOOK AND CRAFT SHOP.

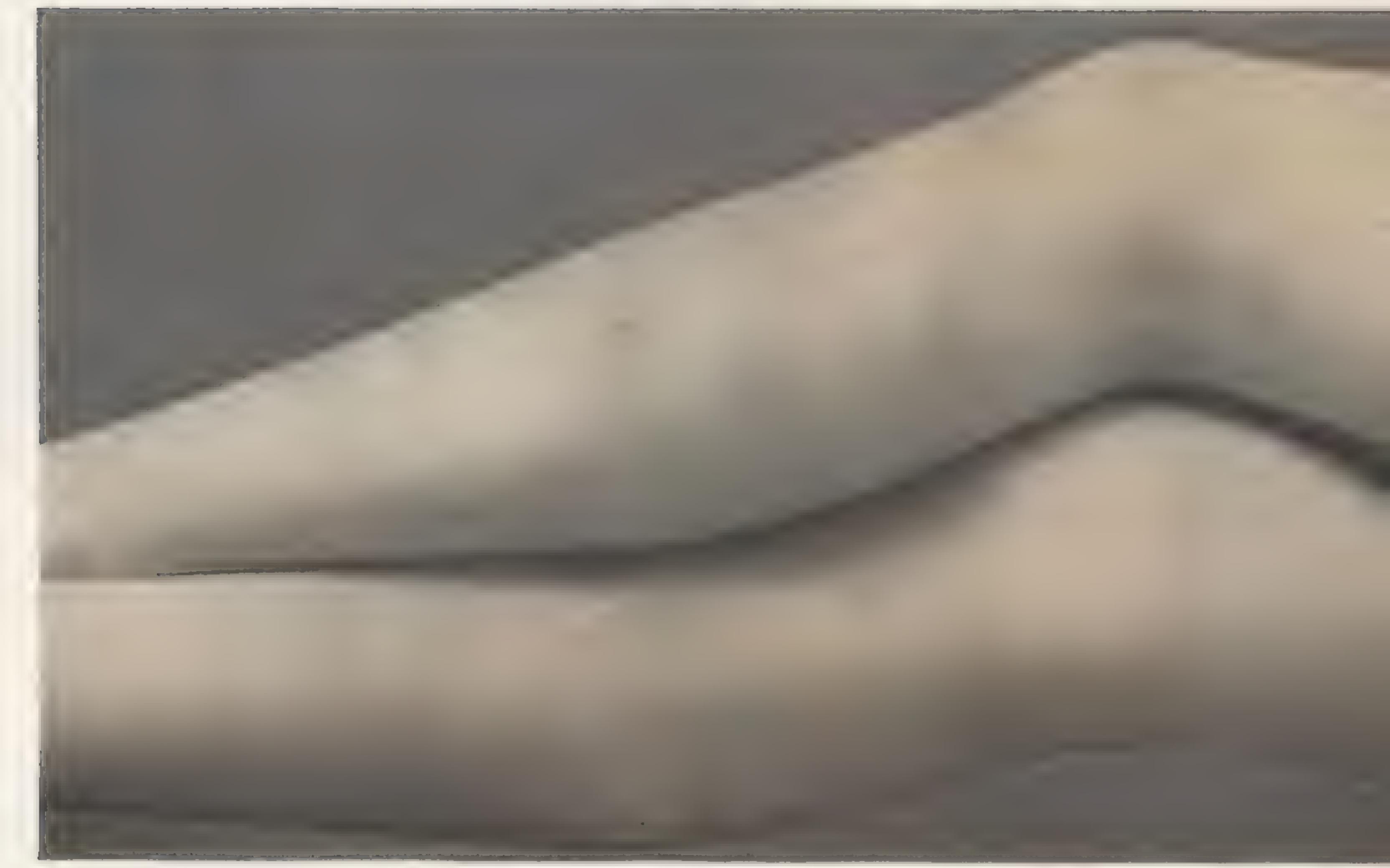




THE POINTED SHOE

Changing: the whole idea of what kind of shoe makes the foot look prettiest. The direction is away from the shoe designed to shorten; toward the slight, the slender, the touch-longer-than-life-size look. The shoe for it, definitely tapered. In January 1947, we showed the pointed toe; have shown every fresh type of tapered shoe as more and more women have adopted them. (Some smart women have never worn any other shape, have bought shoes from France, Belgium, Italy, or had them made to order.) Now, a new step: the shoe made in America on a pointed Perugia last. A new last, an expensive business, means an investment in "new wood" (a block like the one here for each size). It means that the maker believes, as we do, in the future of the pointed shoe. The shoes below, by I. Miller on a Perugia last: alligator and suède, bronze kid, lizard.





THE PALER STOCKING

This summer the rôle of stockings is to give the faintest warm bloom to whatever colour the legs are. Choose stockings now, not to intensify a sun tan, or to fake one, or to grey down the flesh tones, but to praise the skin with a pale smooth mist. Of all the new summer stocking tints, none prettier than these, for day or evening: the pale "Wheat," the paler "Milk." Both with the dull finish that gives such vanishing-point tints an even more cosmetic effect. Both, by Phoenix, in 15-denier, 51-gauge nylon. \$1.75 a pair. From McCreery's.

MAZZURCO





**VOGUE PATTERNS
FOR WEEK ENDS AWAY**



Four patterns, designed to be the biggest part of a country week-end wardrobe—the country over.

Above, left: The pattern of the week end could mean: sunning under the aqua-marine skies of Harbour Island, Bahamas (as here); sailing under the hazier skies of our own coast. The Pattern for both: a checked shirt, here in gingham by Everfast, No. 6979; the short shorts, here in wide-wale pique, by Everfast, No. 7384.

Above: The pattern of the week end could include sight-seeing on Harbour Island; or Sunday lunch with Connecticut neighbours. The Pattern for both: a sunny-day dress with a wide skirt; patch pockets. In matelassé pique, by ABC. No. 7423.

Left: The pattern of going could mean: Oakes Airport, Nassau; or the Pennsylvania Turnpike. The Pattern for both: a light suit-dress, with a wide-enough skirt, high-buttoning jacket, here in pale blue Fluegelman pin-point pique. No. 7429.

Opposite page: The pattern of the week end could mean shopping for straw bags on Bay Street, Nassau; shopping on Main Street, Anywhere. The Pattern for both: a checked shirtsleeve dress; the same check, giant size, in a button-on apron. The gingham, by Everfast. No. 7403. For other views and sizes, see page 127.



BAKER

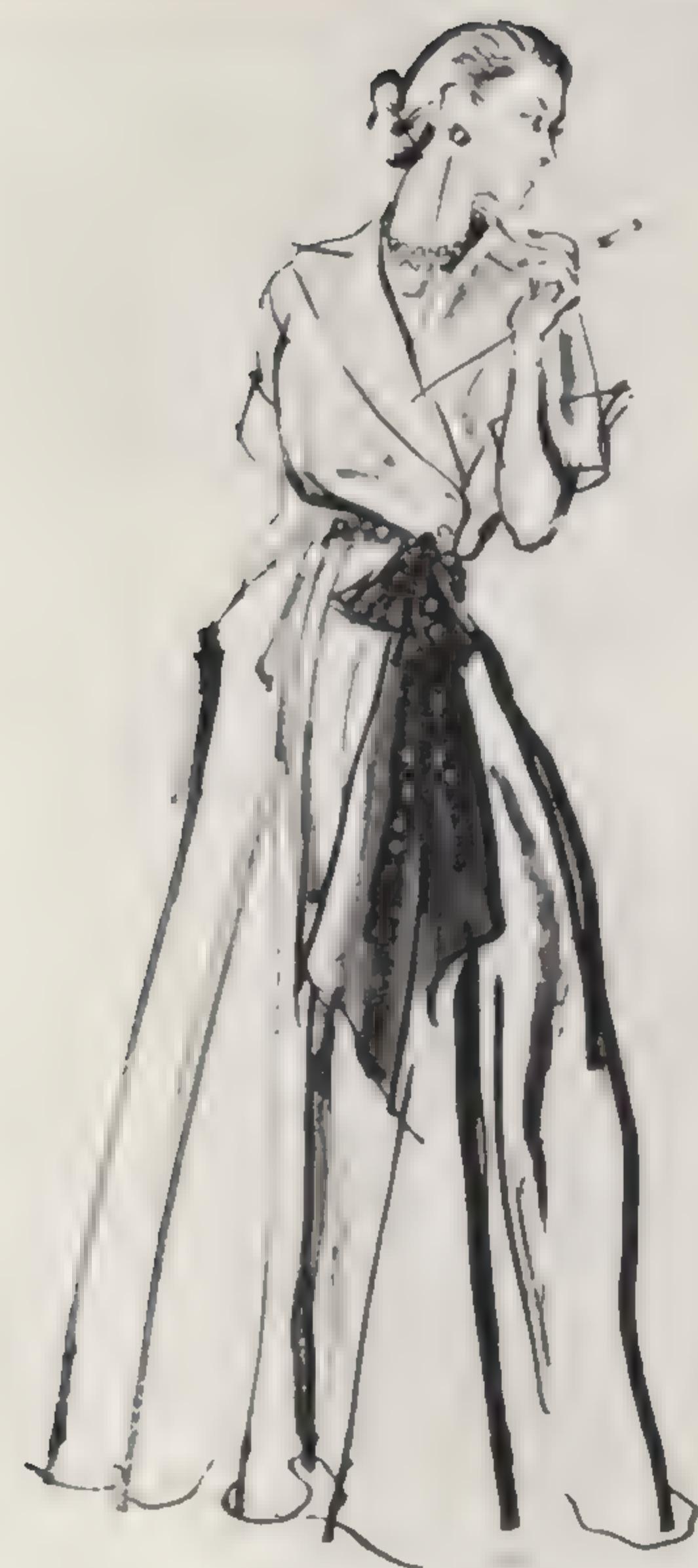


2

SKECHES BY R. B. W.

3

THE MINUTE
YOU GET HOME



After a day in town, or even after a day of sun and sand, what's the first thing that any woman wants to get into (besides a bath, that is)?

We've nine answers, altogether, on these two pages and page 123. All simple, all cool against the skin, all uncomplicated to own

(they zip or wrap or slither on without elaboration).

1. Wrap-around at-home coat of pink rayon crash with a wide collar outlined in braid. By Raymodes, \$20. Saks Fifth Avenue.

2. The slip-into costume—literally. White Wyner rayon jersey, easy across the shoulders, zipped up the front. By Raymodes, \$20. Altman.

3. The peppermint idea: red and white dotted Swiss *négligé*. Instead of sleeves, a spreading, starchy collar. By "Perfect," \$25. Henri Bendel.

4. Silk organdie with a breeze of colour: grey, chartreuse, and gold. Its cool cut: no sleeves, deep neckline. By Dorian, \$40. Altman.

5. Summer version of the at-home-pants idea. One-piece, sleeveless jumper suit of blue rayon Honan, with floating organdie coat, \$35, by Tula. Lord & Taylor.

6. The fresh, tailored robe—in white silk Shantung, buttoned at the side, and tied with a tie-silk green sash. By St. Mary's Robes, \$35. Elizabeth Arden.

SUMMER SETTING: FLOWERY



A delicate non-formula approach to summer elegance, imposing, only lightly, a pattern of formality on a sum of flowers. Wild flowers, pink steeplebush, gathered in a porcelain basket; embroidered flowers, flocking around an old French tablecloth; silver flowers, picked about the handles of the flatware. Pink and white eighteenth-century English porcelain; white mousseline cloth; both from Elinor Merrell. Cut crystal goblets, Val St. Lambert. Reproduction Georgian pepper shakers, salt trenchers, tumblers for cigarettes, all sterling silver; Robert Ensko. Sterling silver flatware (detail, left), Heirloom's "Stanton Hall" design. This charming table idea by Ballenger and Roop, taken at their gallery.



HAANEL CASSIDY



GUEST SOAP

WITH THE MOST TREASURED NAME IN PERFUME

CHANEL

"That Formfit Look"

Life Formfit
First Choice...
FOR FIT, FOR COMFORT, FOR
A SWEETHEART OF A FIGURE

More women wear Formfit than any other make—and Life Bra is a Formfit creation! Regardless of your size or figure type, there's a Life Bra to give you a high, young, naturally lovelier bustline... with glorious comfort and freedom. The secret is in the exclusive way Formfit designs Life Bras to **LIFT, MOLD, CORRECT, HOLD**. Tailored-to-fit, with quilted cushions for healthful support, plus elastic insets for free-action comfort. Be fitted and see what a *Sweetheart of a Figure* Life Bra can give you! At better stores everywhere.

Life Bras from \$1.25

THE FORMFIT COMPANY, CHICAGO, NEW YORK

ONLY FORMFIT MAKES *Life* BRAS, GIRDLES, FOUNDATIONS.

BEAUTY SERIAL

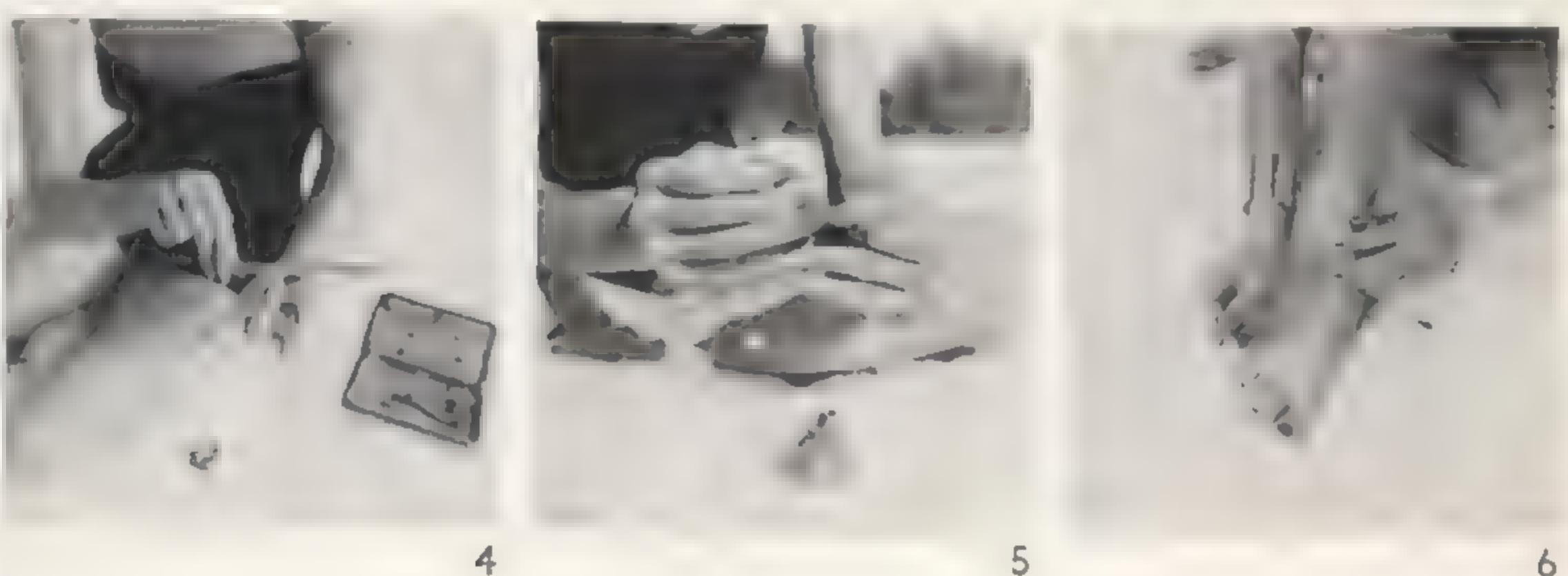
ON LOCATION

Details of photographs on pages 63-67



1 2 3

1. Creme Shampoo by Helene Curtis. This new, heavy-lathering shampoo contains emulsified lanolin to help protect the natural oils of the scalp. Stern's. 2. For controlling freshly washed hair: Dusharme Hair Creme. This non-greasy cream leaves the hair shining, manageable, easy to pin up; can be used daily. Marshall Field. 3. Germaine Monteil's Suntan Oil does two jobs. It filters the burning rays, permits gentle tanning. Best's.



4 5 6

4. For grooming and preparing the nails for polish: a collection of precision-perfect manicuring implements (scissors, cuticle nippers, tweezers, nail file, cuticle moulder) in a leather case; by Wiss Cutlery. Bloomingdales. 5. and 6. A made-to-order nail lacquer colour for tanned skin: it is Chen Yu's Coral Fan, a bright pinky-coral shade. The bottle has two finger-rest indentations that make self-manicures easier and more accurate. Bloomingdales has it.



7 8 9

7. For the beach: Helena Rubinstein's Waterproof Mascara, specially formulated to stay where it is put and not wander even after salt-water swimming. Altman. 8. Eye shadow at the beach—as much for protection as for colour (see page 63). Here, Germaine Monteil's Pervenche, a light lavender shadow for the eyes. At Best's. 9. Three minute eye treatment: with Oculine eye pads, mentholated, cooling, restful. Lord & Taylor.

It's Blue Grass Time Again!



JOEWLS BY VAN CLEEF & ARPELS

Shown: Elizabeth Arden's Striking on lips and fingertips.

BLUE GRASS FLOWER MIST

Keep beautifully cool all summer long—

BLUE GRASS PERFUME, 1.75 to 60.00
BLUE GRASS HAND LOTION, 1.25, 2.00
BLUE GRASS DUSTING POWDER, 2.00 and 5.00
BLUE GRASS BATH OIL (vials), 3.25 to 6.00; Bottle, 5.00
BLUE GRASS BATH SOAP (3 in box), 3.50
BLUE GRASS BATH PETALS, 2.00, 6.00
BLUE GRASS BATH SALTS, 5.00
BLUE GRASS SHAMPOO, .75, 1.25
BLUE GRASS DEODORANT, cream 1.25 or liquid 1.00
all prices plus taxes except soap

Forget that timid dab of fragrance behind the ear! Instead after the bath, spray yourself lavishly with Blue Grass Flower Mist . . . Elizabeth Arden's own lighter version of her great perfume. More discreet, more distinguished, more rememberable than anything you've ever known! That's why famous beauties practically *bathe* in it. That's why the scent of Blue Grass, the talk of Kentucky, is now the talk of the world!

Revel in its misty coolness all summer long. And, because it's so lightly priced . . . give it extravagantly. At your favorite store.

4 oz. bottle with atomizer 1.95; 8 oz., with atomizer 3.00

These specially priced packages with atomizer for limited time only.

Elizabeth Arden
NEW YORK • LONDON • PARIS

Your hair looks right
when you go to a Beautician!

ONLY SHE CAN GIVE YOU A PROFESSIONAL PERMANENT...

AND STYLING THAT GLORIFIES YOUR COSTUME

Only your beautician can give you the fine permanent you MUST have for
faultless hair-styling... And only she can capture the fashion-mood that helps your
hair add "flair" to your every costume. So, to look your loveliest, always see a
beautician! No amateur method could ever take the place of her knowledge,
experience and artistic touch. And for the *best* permanent of all, ask her for a

Helene Curtis
Fashion Wave
TRADE MARK
PROFESSIONAL PERMANENT

THE ONLY PERMANENT CREATED ESPECIALLY FOR THE
COSTUME-FLATTERING HAIR STYLES APPROVED BY

MEME





THE
MINUTE
YOU
GET HOME

(Continued from page 117)

Above: The good, one-piece jumper suit, winding up as easy trousers. Green cotton broad-cloth with its own overskirt and cummerbund of green and white striped cotton. By Tula, \$20. At Best's.



Right: The sleeveless at-home smock, narrow at the top, wide at the hem. In white cotton pique with black velveteen collar and cuffs. By Dorian, \$13. Best's.



Left: The at-home duster to wear with or without its belt. Of Delft-blue and lavender cotton plaid; calf-length. By Evelyn Pearson. \$11; at John Wanamaker.

DE MARSAN

ARPEGE



MY SIN by LANVIN

the best Paris has to offer

Bottled and packaged in France



THE ALVIN SILVERSMITHS
Makers of Exclusive Silver Designs for over Sixty Years
PROVIDENCE 7, RHODE ISLAND

*Trademarks

WEEK-END RECIPES

(Continued from page 111)

WEEK END 1

LOBSTER à l'ARMORICAINÉ

Time: Overall—1½ hours.

Utensils: Big heavy frying pan.

Iron Dutch oven No. 8, or big heavy soup kettle. Big chopping board for killing lobster. Stiff, sharp, rather short knife, for same.

4 1½-lb. lobsters, very lively
1 cupful olive oil
2 cloves garlic, mashed in salt
2 small to medium onions, chopped
2 carrots, chopped
2 tablespoonfuls parsley, chopped
2 tablespoonfuls flour
4 tablespoonfuls tomato paste (Italian)
2 cupfuls white wine
2 cupfuls water
1 large bay leaf
1 pinch cayenne
1 pinch saffron (previously soaked in very little water)
½ lb. good butter
½ cupful brandy
1 cupful rice (to be cooked separately)

Chop vegetables and reserve. Pour olive oil into cold frying pan and heat slowly, till very hot; a slight haze should rise from the oil. Meanwhile, the slasher: Arm yourself with a stiff rather short knife, with a very sharp point. Hold lobster No. 1 firmly on the board and stab him through the shell half an inch behind the eyes. Technically, this finishes him off; subsequent difficulties stem from the fact that the lobster does not appear to realize this. Quickly cut off the tail section (but don't expect it to lie still) and the big claws, removing any wooden pegs. Cut off and discard the whiskers and eyes. Divide the carcass in two, lengthwise (if you encounter any black parts these should be removed), some or all of the small legs can be retained: they add a fine surrealist touch to the stew. Cut the tail piece in three, crosswise, which may present surprises. Throw away lobster fat (tomalley). Now, reach for next lobster....

By the time you get through, the oil should be hot enough, so toss in as many pieces, shell down, as the pan will hold, and keep the flame high. The shells must turn scarlet and all the pieces should be turned and moved around in the pan to this end. The flesh sides need only the briefest searing.

As soon as a piece seems done, transfer it to the iron kettle, which you keep off heat, and add a fresh one to the pan until all are done. When all the pieces are transferred, throw the vegetables, garlic and parsley into the pan, stir thoroughly. Move the pan to much lower heat and let simmer 10 minutes. Then add the flour, stir, add the tomato paste, stir again, and quickly pour in the wine. Stir until the mixture is blended; add the water, bay leaf, cayenne, and saffron (with the water it soaked in).

Simmer for 5 minutes, stirring if necessary; then pour the mixture pieces in the iron kettle. Shake gently to make sure all the lobster pieces are moistened, cover the pot, and heat very slowly for about 20 minutes. The stew is now cooked but can wait, on low heat, for a short while if you wish.

When ready to serve, add the butter in small pieces, to bind the sauce. Shake the pot until the butter melts, pour over the brandy, and set it alight. Pour all into a big casserole and serve at once, with the rice in a separate dish.

CAFÉ COGNAC FRAPPE

Per person:

1 lump sugar
1 demi-tasse strong, hot, black coffee
1 pony good brandy

Combine the sugar and coffee in a pitcher; stir to melt sugar. Add brandy and pour over ice in a cocktail shaker. Shake hard and pour, foaming, into large water goblets. Serve immediately.

GRILLED VEAL KIDNEYS

1 per person: whole veal kidneys, in their fat; must not have been frozen.

Start the charcoal fire about ½ hour before you plan to cook, if you are using briquettes. When a grey ash coating covers the coals, they are ready. In the meantime, trim off some of the kidney fat but leave a protective coating at least ½ inch thick all over them. Grill about 6-7 minutes on both sides and serve at once (whole).

JELLED DUCK

Time: For roasting duck, best done previous day, about 2 hours. For making jelly, ½ hour; 2 to 3 hours chilling afterwards.

Utensils: A shallow, preferably oval, container in which to arrange duck slices—such as Pyrex or silver vegetable

dish; saucepan for jelly; rack and roasting pan.

1 duck—4 to 6 lbs.

2 tablespoonfuls butter for basting

For the jelly:

3 cans (10 oz.) Steero consommé
2 carrots, pared and sliced paper thin
Few sprigs of tarragon, if available
½ envelope Knox gelatin, dissolved in ½ cupful water

Roast the duck in the usual way (sear 20 minutes in 450° oven, turn heat down to 325°, allowing 25 minutes per pound in all; baste frequently). Let cool, wrap in wax paper, store in refrigerator.

The jelly: Heat the Steero and carrots in a saucepan. When at a boil, add the soaked gelatin, stir until the latter is dissolved. Then pour ¼ inch into the bottom of the moulding utensil and place this in refrigerator. Continue to cook carrots in the consommé mixture until done (about 10 minutes). Remove from heat, strain into a bowl, reserving carrots. Cool by placing bowl in a pan of ice water.

Meanwhile, carve the cold duck. First remove legs and wings, then the breasts, each in one piece. Slice breasts diagonally, making 6 pieces in all. Remove meat from legs with sharp, pointed knife; trim neatly. Leave skin on all duck pieces to be jellied.

Take dish with jelly layer out of refrigerator. Place sprigs of tarragon on this in any pleasing design; then arrange the duck pieces, skin side down. Put the carrots among the duck pieces.

When the consommé mixture is cool and starts to thicken, pour over duck, making sure all the pieces are covered and the top is level. Place in refrigerator to set, allowing at least 2 hours—longer would be better. When ready to serve, dip bottom of container in hot water, dry, cover with serving platter, and unmould.

WEEK END 2

BAKED CREOLE SHRIMPS IN CREAM

A splendid luncheon dish for any time of the year, rich but awfully good. Serve with dry, fluffy rice and white wine.

Time: Overall—1½ hours.

Utensils: Enamel pot to boil the shrimps. Small pan to melt the mushrooms. Ditto to brown the crackers. Baking casserole which can go to the table, 1½ quart capacity.

2 lbs. of the finest fresh shrimp
½ lb. mushrooms
½ pint cream
1 small glass good sherry
1 tablespoonfuls butter
15 Ritz crackers
Salt, ground black pepper, nutmeg

Court bouillon for shrimps: 2 quarts of water, 5 large bay leaves, 12 cloves, 2 red chili pepper pods, 3 stalks of celery (cut up), a clove of garlic, and a pinch of thyme; 2 tablespoonfuls salt. Bring all this to a good boil, drop in the shrimps and boil for about five minutes, drain and let cool. Peel the shrimps, removing black vein. Allow half an hour for all this; it can, of course, be done ahead of time, but don't put the shrimps in the ice box unless really necessary.

To make the dish: slice the mushroom caps thin, cook very slowly with 2 tablespoonfuls of butter in the pan until they are dark and soft (ten minutes). Remove them (without any of their juice or the remaining butter) to the casserole; stir in the cream and the sherry. Add the shrimps and season lightly with salt, pepper, and a pinch of nutmeg; mix all together gently. Cover the top with the Ritz crackers which have been crumbled by hand and browned slowly in 2 tablespoonfuls of butter. Light oven, set it at 350°, and put in casserole. It will be done in half an hour, should be served at once.

ROAST LEG OF LAMB AU JUS

7- to 8-lb. leg of lamb (choicest quality and properly aged, all tough skin removed)

1 or 2 cloves garlic
2 to 3 18-oz. cans potato balls, carefully drained
1 18-oz. can small white onions, carefully drained
½-lb. sweet butter (creamed with a fork, blended with chopped fresh parsley, chives, and tarragon, then re-chilled)

Preheat oven to 450°. Have lamb at room temperature. Wipe lamb with damp cloth, dust very lightly with flour, season with salt and ground pepper. With pointed knife, make small opening next to leg bone and insert garlic; tie up to prevent escape of garlic. Place leg, fat side

(Continued on page 125)

WEEK-END RECIPES

(Continued from page 124)

up, on rack in roasting pan and sear for 10-15 minutes in hot oven, then reduce heat to 350°. Allow, overall, 15 minutes to the pound, plus 10 minutes' standing time in closed oven, heat turned off. This last is vital, as it permits the juices to redistribute themselves.

About $\frac{1}{2}$ hour before lamb is cooked, add the potatoes and onions to the pan to brown, turning occasionally. Baste only if needed, and if you must baste, use a little butter—lamb fat will give the meat a strong taste. The minute the lamb is ready, spoon the cold herb butter onto a hot platter (equipped with a gravy well), lay the leg on top, surround with potatoes and onions and watercress, and serve immediately.

POWDERED ALMOND CARAMEL

Utensils: Small, thick saucepan, heavy aluminum or copper meat grinder. 1 to 2 cupfuls shelled almonds (not blanched) An equal weight of granulated sugar

Place the dry sugar in the pan; add the almonds. Melt the sugar very slowly over low heat and as it melts stir occasionally with a wooden spoon so the almonds are thoroughly coated. When the sugar has turned to a clear, dark amber syrup (which takes about half an hour), grease a large plate and pour the mixture onto it to cool (to hasten the process, put the plate in the refrigerator after cooling is under way). When the caramel is cold and brittle, break it up and put through the grinder, which must be spotlessly clean, dry, and cold.

When ready to serve, sprinkle some over the ice cream, distributing the candied violets on top, and pass the rest in a sauceboat.

TURKISH SWORDFISH

About 3 lbs. strictly fresh swordfish (or enough to allow 6 individual steaks almost an inch thick, $\frac{1}{2}$ lb. per person) 6 bay leaves

For the marinade sauce: Juice or grated pulp of 2 white onions. Juice and some pulp of 4 large ripe tomatoes pressed through a sieve. No seeds or skin.

$\frac{1}{2}$ cupful good olive oil 1 teaspoonful salt, ground black pepper. Prepare the marinade, reserving half of it to heat and serve as sauce. Make a slit in the middle of each steak and pierce with a bay leaf. Marinate the fish for not more than an hour and use the marinade for basting.

Grill over charcoal (same degree heat as the kidneys) about 5 minutes to each side. Test with sharp knife to make sure steaks are done but do not overcook or they will be dry. Have the reserved marinade hot but it should taste fresh—don't let it cook.

CHICKEN GUMBO

Time: First half 2 hours (including cooling). Second half 40 minutes.

Utensil: Big iron Dutch oven or something similar.

5-6 lb. plump tender fowl, cut for fricassee $\frac{1}{4}$ lb. piece of ham, diced fine 1 white onion, chopped fine 1-6 tablespoonfuls pure pork lard (use little as possible) 2 chili pepper pods, salt, pinch cayenne 2 18-oz. cans tomatoes 1 18-oz. can okra (River Brand good) 1 jar pimientos, drained and coarsely chopped 2 qts. water To serve separately: 1 cupful long-grain rice

Heat iron pot, put water on to boil. Wipe chicken with damp cloth and dry, dredge lightly with flour. Heat lard and brown chicken pieces; remove pieces when browned.

Move pot to lower heat, add onions and ham, using more lard if needed. Cook for less than five minutes; replace chicken, pour over boiling water. Add salt and chili peppers. Let simmer, covered, until chicken is tender (70 minutes), then pour into a bowl to cool. (This is the halfway point, can be done the day before. Put cooled chicken and stock in refrigerator, if so.)

Discard chicken skin, bones, and gristle, cut meat into good-sized pieces. Skim all fat from jelly and discard chili pods. Reheat stock; drain okra, trim off ends and slice in small pieces. Add okra, tomatoes, and pimientos to stock. Skim when it boils, lower heat, and add chicken. Simmer a few minutes, and serve in a tureen. Serve with rice, dry, and seasoned with salt and ground pepper.

WEEK END 3

SOLE DUGLÉRÉ

Time: Over-all, 1 hour. **Utensils:** Shallow saucepan, not

cast iron. Large shallow casserole, oven-proof, in which the dish can be served.

3 lbs. fillets of lemon sole, which must be absolutely fresh and firm 2 small white onions, chopped fine 2 tablespoonfuls sweet butter 3 tablespoonfuls flour $\frac{1}{4}$ cupful dry white wine 1 cupful heavy cream 4 huge scarlet ripe tomatoes Chopped parsley

Trim any skin or bones from the fillets; wash and dry them. Lay them flat in the greased casserole; if they crowd it, arrange in an overlapping manner. Season with salt and pepper.

Preheat oven to 350°. Skin tomatoes, remove all watery pulp and seeds. Chop, or shred, remaining flesh coarsely. Melt butter in pan, add onions, simmer briefly. Add flour, stir thoroughly, pour in the wine. Cook, stirring, until flour is thoroughly blended, then add the cream. When the sauce reaches boiling point, add the tomatoes. Simmer briefly, season to taste, and pour over the fillets. Place the casserole in the oven and allow to cook 20-30 minutes. Test with a spatula to see if done. Sprinkle very lightly with chopped parsley and serve at once.

RED CABBAGE

Time: Over-all, 2 $\frac{1}{2}$ hours.

Utensils: Frying pan, heavy soup kettle.

1 good-sized red cabbage or 2 small ones 4 tart apples 2 onions 3 tablespoonfuls butter 3 tablespoonfuls bacon fat 1 bayleaf, juice $\frac{1}{2}$ lemon, 4 cloves, 2 peppercorns, plain vinegar

Remove coarse or damaged outside leaves from the cabbage, rinse, and slice very fine. Stuff it all into a big bowl or enamel container and cover with cold water. Add a little vinegar, stir, and leave for 20 minutes. Chop up the onions and brown them slowly in the pan, using the butter and bacon fat. When the onions are brown, drain the cabbage, put as much of it into the pan as the latter will comfortably hold, and cook for a few minutes, turning and stirring the cabbage.

When it is all coated with fat, transfer all contents of the pan to the soup kettle and add the remaining cabbage. Turn and stir carefully and add the apples (peeled, cored, and sliced or quartered), the bay leaf, cloves, peppercorns, and a little salt. Cover loosely and cook on very low heat. Stir from time to time. Uncover about half way through, add lemon juice (vinegar, if preferred) and salt to taste. It is hard to say just how long to cook red cabbage—a lot depends on the amount. For this much I would allow at least 2 hours: a smaller amount would take less time and could all be cooked in the pan or an iron kettle. The only reason for using a soup kettle is that it has high sides and will hold the bulk. The cabbage reheats well so it is better to start in plenty of time. Just before serving add a little butter.

FRESH FIGS IN CREAM

2 doz. fresh figs, purple or white, chilled $\frac{1}{2}$ pint cream 1 lemon 1 pony brandy Crème de Cacao

Halve the figs with a silver knife, arrange in serving dish. Sprinkle lightly with lemon juice and brandy and put in refrigerator. Whip cream fairly stiff and season to taste with Crème de Cacao. Store in refrigerator and spoon over figs just before serving.

VEAL BRAISED WITH OLIVES AND MUSHROOMS

Time: Over-all, about 2 $\frac{1}{2}$ hours. **Utensil:** Heavy pot, or Dutch oven, with a cover.

3 lbs. of veal, in a solid piece, cut across the top of the leg. The butcher should remove the central bone, trim off excess fat, shape the meat into a neat round, and tie it firmly with string. 4 white onions 2 4-oz. jars of pitted green olives $\frac{3}{4}$ lb. mushrooms 1 cupful dry white wine, $\frac{1}{2}$ cupful water 2-3 tablespoonfuls olive oil

Heat the iron pot and carefully dry the veal with a cloth. Put in the oil and when it is hot, brown the veal on all sides, turning and holding it with wooden spoons. When browned, season with salt and pepper, add the onions (peeled but whole), and pour over the wine and water. Cover the pot and put over low heat to simmer.

Look at it occasionally, to make sure the heat is low enough, and after one hour turn the veal and add the olives, previously rinsed in cold water to remove salt. If the wine has evaporated too much, add a little more water.

(Continued on page 126)



Versatile! in cocktails, tall drinks or straight!

Dubonnet

Serve versatile Dubonnet for pre-dining enjoyment...or as a gracious compliment to fine food! Dubonnet...the only drink of its kind in the world! Dubonnet Aperitif Wine...

Product of U. S. A., ©1951, Dubonnet Corp., Philadelphia, Pa.



Dubonnet STRAIGHT serve well chilled, add twist of lemon peel; no ice



Dubonnet and soda jigger of Dubonnet juice of half a lemon add ice cubes fill with soda and stir

Dubonnet COCKTAIL one-half Dubonnet one-half gin stir with ice, strain add twist of lemon peel

Dubonnet "ON THE ROCKS" place 2 ice cubes in old fashioned glass, fill with Dubonnet. Twist of lemon peel may be added.



IT'S NEW!

a *light* Endocreme
for Summer use...

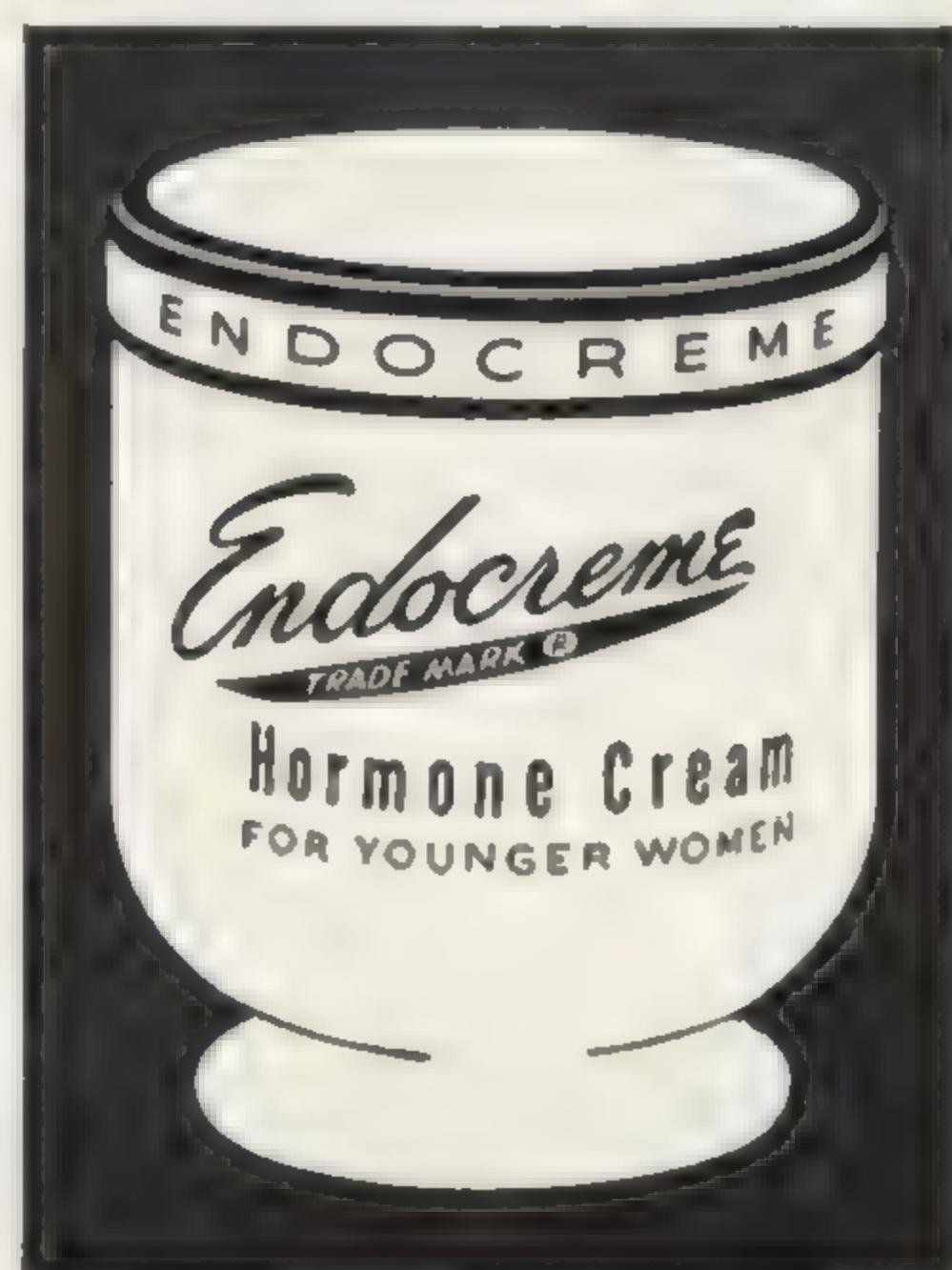
*Hot Weather Brings No Skin Care
Problems For Endocreme Users!*

Now, you don't have to give up your daily skin care just because the weather's hot. The makers of ENDOCREME, first choice in hormone creams since 1937, have a simple answer for you... just when your skin needs more protection than ever from hot, dry winds and parching sun.

For hot weather, just switch to ENDOCREME Hormone Cream in the white jar because it's so cool-to-apply, quick-absorbing, light-textured... and has exactly the same hormone action and potency as regular ENDOCREME... the same effectiveness in firming up your skin from within, for a fresher, more youthful look.

Start using ENDOCREME today in the white jar... then when cool weather comes, you're ready for the rich lubricating oils that you like so well, and need so much... in the black jar. 30 days' supply, \$3.50, plus tax, at your regular cosmetic counter.

FREE JAR PLAN. Save 70¢ a jar in your regular daily program of skin care to look younger... mail us the coupon in each package of ENDOCREME you buy (black or white jar)... five coupons mean a \$3.50 jar of ENDOCREME for you free!



HIRESTRA LABORATORIES, INC., 487 PARK AVENUE, NEW YORK CITY

WEEK-END RECIPES

(Continued from page 125)

Let simmer, very slowly, for another hour. Wash and remove stalks from mushrooms, add them to veal. They will cook in about 15 minutes, and by then the dish should be done. If any fat is visible on the sauce, remove the pot from the heat, let cool, and skim. Reheat and serve the veal on a platter surrounded by the vegetables and covered with the sauce. (Strings of course removed.) Warning: this dish *must* be cooked very slowly, in a thick pot, or it will scorch.

QUICK BORSCHT

Time: 20 minutes.

1 cans (10-oz.) Steero Consommé
1 can (20-oz.) julienne or diced beets
10 oz. water
6-9 sausages
Vinegar

Combine the consommé, water, and half the beets and beet juice. Heat up soup and fry the sausages crisp. Just before serving, add as many of the reserved beets as you wish (this restores ruby colour), add vinegar to taste. Pour soup into tureen and serve. Pass sausages, drained and cut in small pieces, separately, as croutons for the soup.

COLD CHICKEN MOUSSE

Time: 3-4 hours Intermittent attention for boiling chicken, cooling it, and reducing stock. To be done before preparing mousse. One hour (approx.) making mousse. Three hours cooling in refrigerator (much longer if wished).

1½ cupfuls white meat (breast meat from 3-lb. tender fowl, not cut up, rest of meat available for salads, etc.)
1 cupful of the chicken stock, much reduced
3 egg yolks
1 package granulated gelatin (1 tablespoonful dissolved in 4 tablespoonfuls cold chicken stock (extra))
1¼ teaspoonfuls table or sea salt, *not* iodized
¼ teaspoonful paprika, pinch cayenne
½ pint heavy cream, whipped

Boiling the chicken:

Utensil: Close-fitting pot, so stock will be strong.

Seasonings: 1 large carrot, cut up but unskinned; 2 white onions; 1 stalk celery; 2 peppercorns; 1 blade mace; salt (*not* iodized).

Wash chicken well, pull off accessible fat, truss and arrange in pot, breast upward. Add seasonings, cold water to three-quarters cover, cover the pot, bring to a boil, skim, and thereafter simmer until done. Two and a half to 3 hours should be enough if fowl is tender.

When done, set breast down in stock to cool; place on window sill or in cold-water bath. When cool, remove chicken, wrap in wax paper, put in refrigerator. Reduce strained stock by boiling hard, uncovered, skimming occasionally.

When reduced to less than half, let cool and put away.

To make the mousse: Before starting, line up the following utensils.

In the ice box: 1½ quart ring mould and a bowl for whipping the cream. Large bowl set in dish with ice. Double boiler, cold water in bottom.

Measuring cup containing chicken stock (cold but not jellied).

Containers for the egg yolks and the gelatin.

Meat grinder (spotlessly clean). Egg beater or electric mixer for whipping the cream.

And the ingredients: egg yolks, stock, seasonings.

Remove breast meat, including wishbone, from the chicken, cut in big pieces, put through grinder, using finest opening. Place in the bowl over ice. Separate egg yolks; beat well with fork. Put the gelatin to soak in the 4 tablespoonfuls of cold chicken stock.

Put the double boiler over an open flame, pour in the cupful of cool stock; slowly (stirring constantly) add the beaten egg yolks and seasonings (salt, paprika, cayenne). Continue to stir until the custard starts to "make" or thicken (it should be the consistency of light cream and coat the spoon); this may take 10 minutes or more. As soon as it does, remove the upper half of the double boiler, add the gelatin, stir until the latter is dissolved and put aside to cool. (This may be hastened by resting the pan in cold water.) Now take the cream and its bowl out of the refrigerator and whip until stiff, adding a pinch of salt at the start. Pour the cooled custard mixture over the ground chicken in the iced bowl, stir with a table fork until the gelatin begins to set, then gently fold in the whipped cream.

Get out the ring mould, spoon in the mixture, levelling the top and smoothing out possible air spaces with the bottom of the spoon. (A 1½ qt. mould won't be filled to the top.)

HOT DICED CUCUMBERS

This is the filling for the chicken mousse. 6 average cucumbers

½ lb. sweet butter, more if necessary

3 tablespoonfuls chopped fresh mint

Salt, ground pepper, paprika

Peel cucumbers, cut them in quarters lengthwise, cut out seedy portions. Cut in ¼ inch dice; drop into boiling salted water, cook 2-3 minutes after water has returned to boil; drain. When well drained, warm sauté pan, drop in butter to melt slowly. Add cucumbers, let simmer slowly, turning occasionally for 15-20 minutes; they must not brown. Season to taste.

When ready to serve, sprinkle with mint, shake well. Arrange some in the middle of the cold chicken mousse and serve the rest in a separate dish.

"CURTAIN OF SPAGHETTI"

(Continued from page 77)

curdled and turned into ricotta as well. The spectacle of death has a way of sharpening our sensibility and if he can think at all he must be thinking now that the same wood is equally good for making a milking stool or a coffin. Meanwhile the elderly aunt has taken a second helping and served the relative who comes next in order of precedence.

With my own case in mind, insist, my sons, upon this point: at births and deaths serve nothing but spaghetti. My father ate spaghetti in the kitchen when I was about to see for the first time the light of day, twisting his moustache and pricking up his ears every now and then while he mumbled: "What's going on now?" And you too will eat spaghetti, one after another, so that I shall not see whether anyone is missing and quietly grow cold among the candles and flowers. Brace up, boys, cook the funeral spaghetti in plenty of water and take them out before they are too mushy.

The Neapolitans think that spaghetti dates back to the beginning

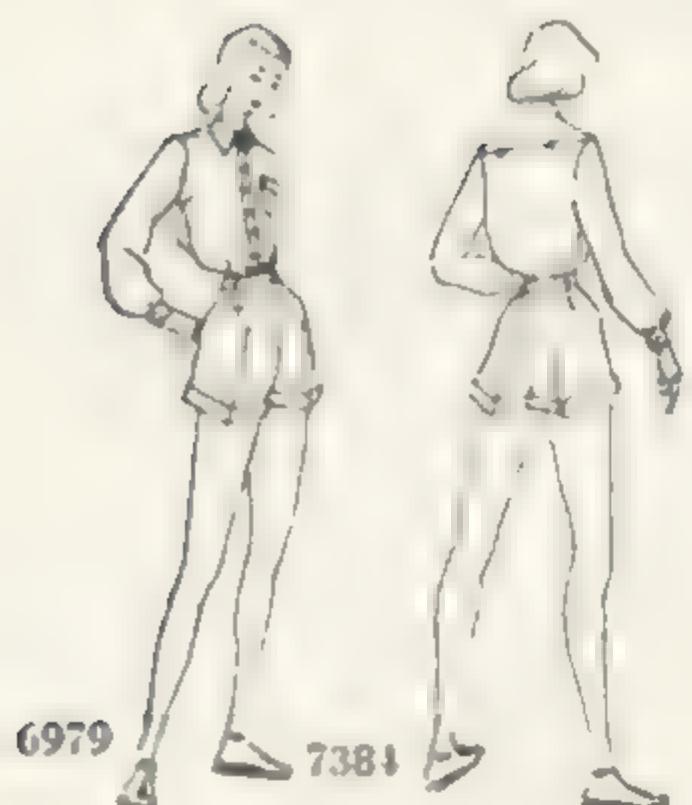
of time and that they were the inventors, but they are mistaken. Who could have thought up spaghetti in a city where only the king and his court were sure when they woke up that at one o'clock they would have dinner? Spaghetti must have come from Sicily, the Papal States or Sardinia. Meanwhile the Neapolitans ate greens, turnip tops and bread. Sometimes I crave these myself and know that some distant ancestor must be calling me reproachfully. Remember, he says that three hundred years ago spaghetti was a luxury to be eaten no more than once or twice a year and that at the first signs of famine their manufacture was forbidden. In fact there is a melancholy proverb to the effect that many a thrifty family has been ruined by spaghetti.

This was told me by my Northern friend who took me on a tour of the factory, that institution of higher learning where there is nothing about spaghetti that they don't know. In the storerooms I saw an infinite landscape of long blue cartons and thought of

(Continued on page 127)

VOGUE PATTERNS

(Continued from page 115)



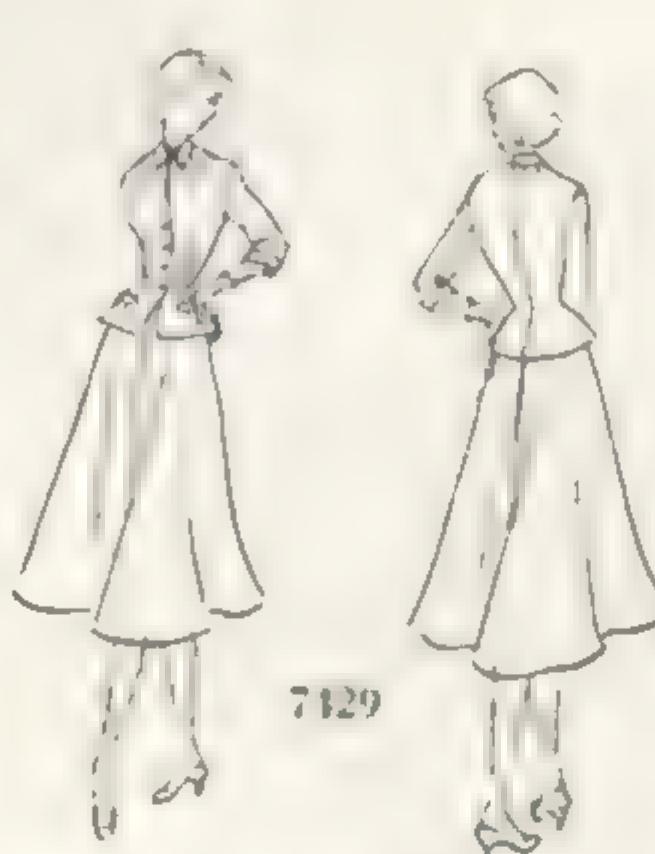
Shirt No. 6979, sizes 12 to 20 (30 to 38; 40, 42). For size 16 (34), with long sleeves, 2½ yds. of 35" fabric. 50c. Shorts No. 7384, waist sizes 24 to 30. For size 28, 1½ yds. of 35" fabric. 50c.



"Easy-to-Make" dress No. 7428, sizes 12 to 20 (30 to 38). Size 16 (34), 3½ yds. of 35" fabric. 50c.



"Easy-to-Make" dress No. 7408, sizes 12 to 20 (30 to 38). For size 16 (34), with long sleeves, 3½ yds. of 35" fabric. Overskirt: 2½ yds. of 35" fabric. 75c.



Suit-dress, No. 7429, sizes 12 to 20 (30 to 38). For size 16 (34): 4½ yds. 35" fabric. 75c.

VOGUE PATTERNS MAY BE BOUGHT IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 198 SPADINA AVE., TORONTO, ONTARIO. Note: Connecticut residents please add sales tax.

"CURTAIN OF SPAGHETTI"

(Continued from page 126)

hiding out among them, provided with a supply of tomato sauce and a saucepan, like a cloistered monk of spaghetti. Meanwhile I blushingly answered my friend that if Naples acquired spaghetti late in its history, modesty, not laziness, was the cause. Once its shyness was overcome the city outdid itself, and by the time I was born there were more spaghetti between Posillipo and Capodimonte than promissory notes or diseases. I can still see the big brass scales, with each plate held up by three chains and the base made of a sculptured siren. They were an invitation to buy spaghetti by the ton, but they could measure an ounce just as accurately. As one plate bears down, heaped with spaghetti, a decade, perhaps a lifetime, goes by. How much can your family eat? We were "pound-and-a-halvers"; in fact "pound-and-a-half" should be blazoned on my coat-of-arms if I had one. This gave us our standing with the good God and with shopkeepers; for years we heard it repeated between the kitchen stove and table. Many a time my mother had in her heart nothing but these words and a fistful of bitter salt.

Yes, in 1912 spaghetti would have made a more characteristic view of Naples than either Vesuvius or the Bay. The petty clerk or professional man went home with a stamped parcel of it under his arm and every alley seemed to be a dining hall, with chil-

dren sitting at the cellar doors holding plates in their laps. In the smaller squares, Ventaglieri, Sant'Eligio, Cavone, Foria, Tribunali, and Port'Alba, spaghetti was sold already cooked out of pots big enough to have held the Louvre Museum. "Two!" or "Three!" the customers shouted, holding out their receptacles, and referring to the amount purchasable for two or three pennies. Those that couldn't afford to buy it inhaled its odour and were staved up almost as much as if they had eaten a meal. Meanwhile the diners leaned up against an ancient wall with their plate in one hand and a cheap fork in the other, watching the shadows beyond the fires as if they were those of their waiting sweethearts. What a simple place, and what easy-going people! Spaghetti or no spaghetti, that was the dilemma.

Today a thousand alternatives confuse us and make it almost certain that we shall fall into error. We must go back, with the patience and affection of other times, to spaghetti. Let us come out of the abstruse temples of modern aspiration, full of dangers and fear, and return, stripped of all our problems, to the gentle reality of this evening meal. Here is the one question to which God has always given a definite answer, one way or the other. Spaghetti or no spaghetti.

"We produce 250 thousand pounds a day," said my Northern friend.

TRANSLATED BY FRANCES FRENAYE

it's new! it's wonderful!

it doesn't spill...

it doesn't cake

...it doesn't crumble

yet it powders at the

feather-touch of a puff



YARDLEY

Feather-Pressed
powder

It's feather-light, feather-soft.

feather-smooth face powder in its

own handy, purse-perfect compact...

compact, 83.75; refill, in its own

portable case, with puff, 81, both plus tax.



Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Ave., N.Y.C.

COMING IN THE JULY VOGUE

TIP SHEET ON

FURS Is there a fur in your future? If there is, put JULY 1 VOGUE in your beach bag and look through your sun glasses at what Vogue says about this big investment. New ways with furs... favorite fur fashions that will hold over... what to look for to assure the best values for the money.

ANSWERS TO:

What's new in July that will be new in September?

Which First Autumn Suit, the wool suits you'll wear now and on into Autumn?

What colour—what texture—will make you want to buy (and wear) an October coat in July? Which black dresses have something new for this season and the next?

COLLECTOR'S ITEM

PENN'S "MEN AT WORK"

A 12 page feature (on special paper) by one of the most creative photographers of our day—a member of Vogue's staff—Irving Penn.

VOGUE, BOSTON POST ROAD, GREENWICH, CONN.

Please enter a 1-year subscription to Vogue. I enclose \$7.50.

Name _____

Address _____

City _____ *Zone* _____ *State* _____

ALL IN THE NEXT ISSUE OF VOGUE

ON YOUR NEWSSTAND JUNE 29TH

Meds & Meds & Meds & Meds

Like to swim?

IT'S SAFE
ANY DAY WITH

MEDS TAMPONS!

4 out of 5
doctors report
it's safe to
swim on "those
days" (accord-
ing to a recent
national survey
of 900 leading
gynecologists

and obstetricians). Naturally, the water should not be too cold . . . and you should use Meds, the sanitary protection that's worn internally and invisibly.



Con single girls use tampons?

YES! Hundreds of thousands of single girls use Meds every month. Each Meds has an improved applicator for easy, quick use. Meds eliminate pads, pins, belts and end chafing, odor. Three sizes for extra comfort . . . Regular, Junior, Super.

We're so sure you'll like Meds better, we want you to try them at our expense.

FREE! Send your name and address for a free sample package of Meds in plain wrapper. Write Miss Olive Crenning, Personal Products Corp., Dept. VO-6, Milltown, N. J. Check desired size: Regular (1), Super (1), Junior (1). One package to a family. U. S. only.

Meds & Meds & Meds & Meds

Do You Know
the Secret of Complete
Feminine Daintiness?



★ Gleaming hair . . . radiant complexion . . . immaculate clothes . . . all are important.

But today's intelligent woman knows that the secret of complete daintiness lies in personal cleanliness . . . When you think of personal cleanliness, think of DeLuxe Compacto by Seamless—The Ultimate in Feminine Syringes.

DeLuxe Compacto combines beauty and utility, folding into an aluminum cameo case no larger than a jewel box. The choice of fastidious women.

Non-corrosive aluminum frame holds bag rigid for easy filling, mixing, drying. White rubber. 2 qts. 10 ozs. At leading drug and department stores. \$5.50



THE SEAMLESS RUBBER COMPANY
NEW HAVEN 3, CONNECTICUT

BEATON'S

"PHOTOBIOGRAPHY"

(Continued from page 72)

of indecision. She told me that she was about to take her first trip abroad since the war, and again she started, 'I wonder . . . If you weren't such a grand and elegant photographer . . .' "At once I knew what she wanted to ask me.

"Then you'd ask me to take a passport photograph for you?"

"How did you know?"

Sir Max Beerbohm

"Sir Max Beerbohm also had definite views and would allow himself to be photographed only against a black background. He insisted on having a chair and a table placed thus—and thus, and he would put a hand to his face and hold onto a Malacca cane."

Prince Charles

"The afternoon's excitement infected Prince Charles, who was anxious to be in the centre of so much activity and kept touching his sister with his podgy, dimpled hands. Prince Charles was at the stage when he was interested in everything; a live wire, he never flagged in energy, even when those around him were exhausted. . . . He would imitate our strange cries to the baby, and he showed such interest in our efforts to photograph her that he would occasionally join our subject, and at one moment—it reminded me of the great moment in 'The Sleeping Beauty' ballet—he kissed the baby on her cheek, and I was able to get the best picture of the afternoon."

André Gide

"The morning I went to see Monsieur Gide, I found him wearing a velvet smoking jacket and velvet slippers. He was a dandy in the matter of dress, an enthusiastic wearer of almost exaggerated English clothes, to which he gave an air of great fantasy. Thus, to a Harris tweed coat, he added piquancy by wearing it with a variety of skullcaps, smoking caps, and draped headgear. The morning we met, he moaned about the apartment, showing me his possessions and completely ignoring the many bells that rang. Telephone bells and doorbells went unanswered, and the apartment therefore enjoyed an unusual calm. I could hear Gide's stertorous breathing which reminded me of the tick-tock of the alarm clock in Captain Hook's crocodile. While I photographed him, he rolled his own cigarettes and read Suetonius."

Mrs. Patrick Campbell

"Mrs. Patrick Campbell stands out in my memory. . . . I had but recently met this already legendary figure and was impressed by the quality of greatness which she exuded. . . . It was Mrs. Pat's triumph that—although almost penniless—her sense of beauty and poetry overcame all poverty and the disadvantages of age.

"Mrs. Pat came into the studio dressed like the traditional stage duchess. She wore a black velvet

dress with a small hat, which she had bullied the manageress of some shop into giving her on the strength of the sitting, a great row of artificial pearls, and she brought with her her dog, Moonbeam. It was her love for this white Pekingese that prevented Mrs. Pat from accepting invitations to return to the London stage; she refused to expose Moonbeam to the necessary year of quarantine.

"Mrs. Pat gave a wonderful performance. She mooed like a cow, bellowed, threw her hands to the skies, and went off into peals of deep, cavernous laughter. She sat on a garden seat which I had provided—a mess of crushed black velvet, pearls, and fur. She bathed in her old fur coat.

"Isn't it a beauty? I've worn it for six years. It was left me by my greatest woman friend, Brigit Guinness, and she wore it for six years, and it's just as warm and comfortable and luxurious as ever it was. It's flying squirrel. . . . Why didn't you appear forty years ago? I was a beauty then. . . . But now what can you do with all these dewlaps? I look like an old paper bag which has burst."

Mrs. Vernon Castle

"Mrs. Vernon Castle, who had been the object of my frenzied schoolboy admiration, came out of her retirement in Chicago to the house in which we then lived in Sussex Gardens to pose in a floating chiffon dress with the long slender waistline which she had made so personal. . . .

"At her request a full-length looking glass was brought downstairs to stand beside my camera; a Panatope gramophone played waltzes while she floated about the drawing room. 'How's this?' Mrs. Castle would ask while she did her famous backward bend. But from where the camera was stationed there was nothing of my sitter to be seen. By the time I had focused her in the centre of my picture, she was off again, carried around the room by the music, like a piece of thistledown. It was not until I had abruptly stopped the gramophone and removed the cheval glass from the room that I was able to photograph her."

Picasso

"Picasso welcomed me to his flat in the Rue de la Boétie looking as neat as a new pin in an extremely smart navy-blue suit, white shirt which showed a lot of cuff, and a satin tie. He showed me around an apartment which contained many exquisite pieces of Regency furniture with the manner of a *grand seigneur*.

"When he saw I was appreciative of the strange assortment of objects he had amassed around him, he became as enthusiastic as an excited schoolboy and showed me his favourite possessions—folding library steps, the mahogany dining-room chairs, his sculpture of a Harlequin head, his 'mobiles,' and his collection of

(Continued on page 130)

Jealousy
Evening Star
Conflict

... three
dramatic fragrances...
each a classic
in contrasting moods.
Perfume magic
that lingers...
bewitches...

by BLANCHARD



BOUQUET CONCENTRATE · 3.00 to 1.25
PERFUME · 12.50 to 2.00

plus tax

BEATON'S "PHOTOBIOGRAPHY"

(Continued from page 129)

matchboxes. Further encouraged by my enthusiasm, he took me into his drawing room and uncovered the many armchairs which he had just had upholstered in satin of brilliant Spanish colours—royal blue, emerald green, daffodil ochre, and crimson. His eyes sparkled with delight as he showed his early paintings, including Ingres-like canvases of his first wife, and his other favourite Picassos, all framed in bright gold bolection mouldings."

The Duke and Duchess of Windsor

"Although my pictures were taken the day before the marriage, I felt I was present at the scene of one of the strangest human dramas in modern English history.... He approved of sitting on a cushioned stool, because it was different from the usual chair: he did not wish to be smoking a cigarette. His expression, though intent, was essentially sad; the tragic eyes, fiercely blue, one a fraction lower than the other, belied the impudent tilt of the nose. At forty-five years, his hair was as golden and thick as a youth's of sixteen; although he looked somewhat wrinkled, he was essentially young and schoolboyish.... But as they posed with their heads so close to one another's I could not help feeling that they made an incongruous pair. As the lady at the ribbon counter would say, their faces do not 'go' together; they 'swear.' The Duke, so blond and insouciant, exudes an aura of tweed, Scotty dogs, and briar pipes, an essentially 'outdoor' type; she, so polished and sophisticated, with her sleek dark hair, belongs to the world of drawing rooms."

Edith Sitwell

"Osbert Sitwell was amused by me, appreciative of my photographic efforts, considered my designs promising, and became a kind and helpful patron. He invited me to design the scenery for a play he and his brother had written, and encouraged his sister Edith, whom I now considered the most remarkable and beautiful-looking human object I had ever seen, to pose for me. With her etiolated Gothic bones, her hands of ivory, the pointed, delicate nose, the amused, deep-set eyes, and silken wisps of hair, I considered she must be more remarkable than any model that I would ever have the fortune to find.

"Edith became a most willing subject for my camera. She posed wearing a flowered gown like Botticelli's *Primavera*; she sat on a sofa wearing a Longhi tricorne and looking like a Modigliani painting; she lay on the floor on a square of checkered linoleum disguised as a figure from a mediæval tomb while I snapped her from the top of a pair of rickety house steps."

Marlene Dietrich

"When I arrived at her hotel

apartment, Miss Dietrich was finishing breakfast of coffee and sweet cakes. She wore a silk wrapper, and was innocent of *maquillage*. She looked like a German primitive, like a Dürer or a Cranach. I considered that it might be unusual to photograph her in this way and begged her not to put on any make-up. She was somewhat surprised, but agreed that the experiment might be interesting.

"In Berlin, in the days when Miss Dietrich was considered a night-club singer of promise, she went one afternoon to be photographed by a Photomat machine. Quite by accident she discovered that, when photographed in the light of only one lamp placed high above her head, the prominent cheekbones, deep-set eyes, and well-modelled nose were shown to great advantage. Suddenly she realized that a new career was open to her—that of a beauty....

"When Miss Dietrich was staying at the Waldorf-Astoria, we enjoyed photographic sessions which lasted for many hours. We improvised many strange costumes, utilizing yards of tinsel, orchids, feathers, Merry Widow hats, and spun glass. I pulled her hair into a tight knot on the top of her head, threaded diamond bracelets like a dog collar around her neck, and spent many hours taking pictures in the manner of Boldini portraits. I know of no other actress who is so enthusiastic in taking up suggestions about new make-ups and general appearance."

Lily Langtry

"I had seen Mrs. Langtry in the South of France, and though she was by now an old woman, I had marvelled at the violet blue of her eyes and her still classic profile. Admittedly she had grown somewhat heavy; but with a certain ingenuity on my part, she could still be photographed in the likeness of the original 'Jersey Lily.' I draped her in black velvet, put a giant suratum lily at her bosom, and bade her proffer her famous profile. An enormous electric bulb had been placed at the back of her head in order to give her Greek chignon an aureole. Suddenly, for no reason that I know, the lamp went off with an enormous report. Mrs. Langtry ran around the room with her beautiful head ducked beneath her hands, shouting, 'Am I on fire? Am I on fire?' The shock of the loud report on the elderly woman was horrible to see; but although no irreparable damage was done, she had to be revived with brandy."

Christian Bérard

"Being photographed was a second métier for Christian Bérard.... He posed as an early Victorian painter might pose for his official portrait, as Sarah Bernhardt or Victor Hugo or Boni de Castellane would pose for the firm of Madar....

"Yet in all these hundreds of photographs Bébé looked exactly like himself."



Next Time —
Try before you buy

No one hat fits every head, just as no one color in make-up suits every face. To save such costly mistakes, you should try before you buy . . . that's the way to natural loveliness—the Beauty Counselors way. Beauty Counselors service is unique! In the comfort and privacy of your own home you select cosmetics that are right for you . . . learn little tricks in applying "face-dress" and make-up, too. Invite a Counselor to call. You'll find her charming and helpful. Just send us the coupon, and we'll have your neighborhood Counselor get in touch with you.

Beauty Counselors



Grosse Pointe, Michigan
Windsor, Canada • London, England

BEAUTY COUNSELORS, INC.
17108 Mack Avenue, Grosse Pointe 24, Mich.
 Please arrange for a Counselor to call . . . no obligation, of course.
 Please show me how I can become a Beauty Counselor. I am over 21.

Name _____
Street _____
City _____ Zone _____
State _____ County _____

V-6



MAINE CHANCE BEAUTY LESSONS FOR THE YOUNG

FROM June 11 to July 7, Elizabeth Arden's Maine Chance will be paring down young figures, and pampering young skins at prices that are pared down too. One hundred and fifty dollars per week (the usual rate is almost four times that) will start a college or young career girl on a beauty schedule that could carry right through the year—pay enormous dividends in grooming, in healthier skin, figure measurements appreciably closer to her ideal. Miss Arden has revamped the Maine Chance schedule for this five-weeks period, so that it includes expertly supervised lessons in hair care, skin care, the proper application of make-up, cooking, exercise, and so forth. This means that the college girl on an allowance or the career girl on a budget will be able to put to excellent use the beauty knowledge she has absorbed during her Maine Chance stay.

In addition to classes in take-home knowledge, most of the luxe treatments that have made Maine Chance famous will be included. For instance, massage in a sun-filled, glass-domed room; hair and scalp condi-

tioning treatments followed by stimulating brush-outs in the sun; manicures and pedicures given in the most attractive surroundings.

Each guest arriving at Maine Chance, a great rolling estate north of Portland, will have her diet determined by weight, measurements and personal aspirations. And each subsequent meal, no matter how low in caloric content, is turned into a minor masterpiece by the French Chef in charge of the kitchen. From her unusually pretty bedroom, the student will probably be able to see the lake or the tennis courts—there is expert instruction in swimming and tennis, and Miss Arden is adding, for the five-weeks period, lessons in archery, in ballroom and rhythmic dancing, as well as a capsule course in poise.

As you can see, after one or two weeks of working (and playing) toward beauty out in the sun, in restful but not *too* restful surroundings, there is every opportunity for checking out of Maine Chance, slimmer, straighter, healthier, and even prettier than when you checked in.

BEATON'S "PHOTOBIOGRAPHY"

(Continued from page 130)

KATHARINE HEPBURN

"One whole morning was spent photographing Katharine Hepburn, who at this time was enthusiastic at the idea of portraying Joan of Arc on the screen. She had even had her hair cut short in order to accustom herself to the possibility. Miss Hepburn is an excellent photographic subject; her pleasure in posing is only exceeded by the enjoyment of the photographer. At luncheon time . . . Miss Hepburn was squatting on the sitting-room floor with her head emerging from a tub of full-blown roses when I walked a formidable woman looking somewhat like Mrs. Rittenhouse of the Marx brothers' films. This lady, it was discovered,

Peru Edmond
Queen Marie's Beautician



Creator of the fabulous

Tintair TRADE MARK home hair coloring
cordially invites you to bring
your most difficult hair coloring problems to his
world-famous salon for personal consultation
and professional Tintair treatment. Please telephone
Plaza 8-2511 for your appointment. The address:
8 East 56th Street, New York 22.

Rhapsody in Nylon

Exquisitely detailed with
permanently pleated
nylon net
Of Cohoma's *Lullabye*
soft, demi-sheer nylon in
heaven blue, petal pink,
cloud white. 32 to 38.

about 12.95
at **LORD & TAYLOR**
in New York
and fine stores
everywhere
or write

Leonora

GOWN OF THE MONTH

Leonora Silk Underwear Co., Inc. • 112 Madison Ave., New York 16



ACCENT YOUR EYES—
YOUR MOST IMPORTANT FEATURE

WITH *Maybelline*
PREFERRED BY SMART
WOMEN THE WORLD OVER

EYE SHADOW • EYEBROW PENCIL • MASCARA



HAT by Bradford-Norton
of Birmingham

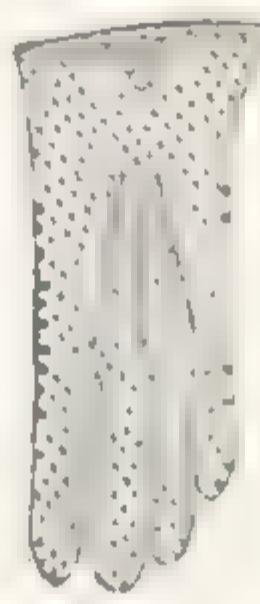
RIBBON by Classe
of Anniston



Left: Transportation for the wardrobe, these Skymates by Hartmann: tan canvas, nylon-stitched; light steel frames; brass-shielded corners.

WARDROBE FOR A WEEK END ON THE TRAIN

Beginning here, other views of the week-end train wardrobe shown on pages 78 to 83. All prices quoted are approximate. The entire wardrobe is at Bonwit Teller; most of it, also at I. Magnin; many of these fashions at shops listed on page 135.



Left: Perforated white cotton glove by Dawnelle, \$3.

Right: Evening shortcoat in fleece with pseudo-pearl embroidery, \$100.
(See page 80.)



Left: Sleeveless chambray dress. With capelet (see page 80), \$15.



Above: Natural Shantung shell opera pump, by Palter DeLiso, \$24.



Above: "Spectator" shoe in natural linen with tan calfskin. By Tisshoes; \$21.

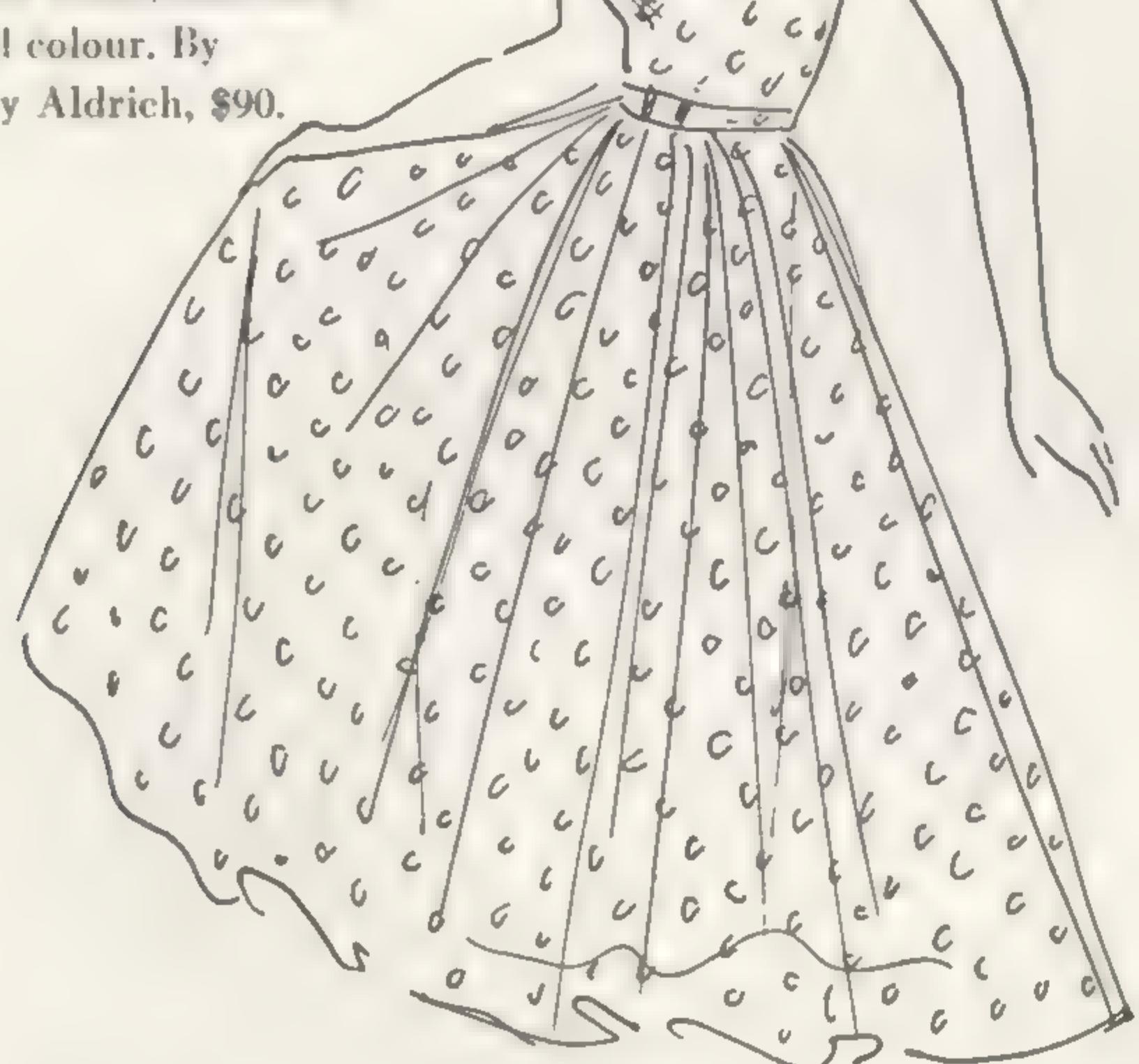


Above: Velveteen lounging slippers, \$4.
(See page 79.)

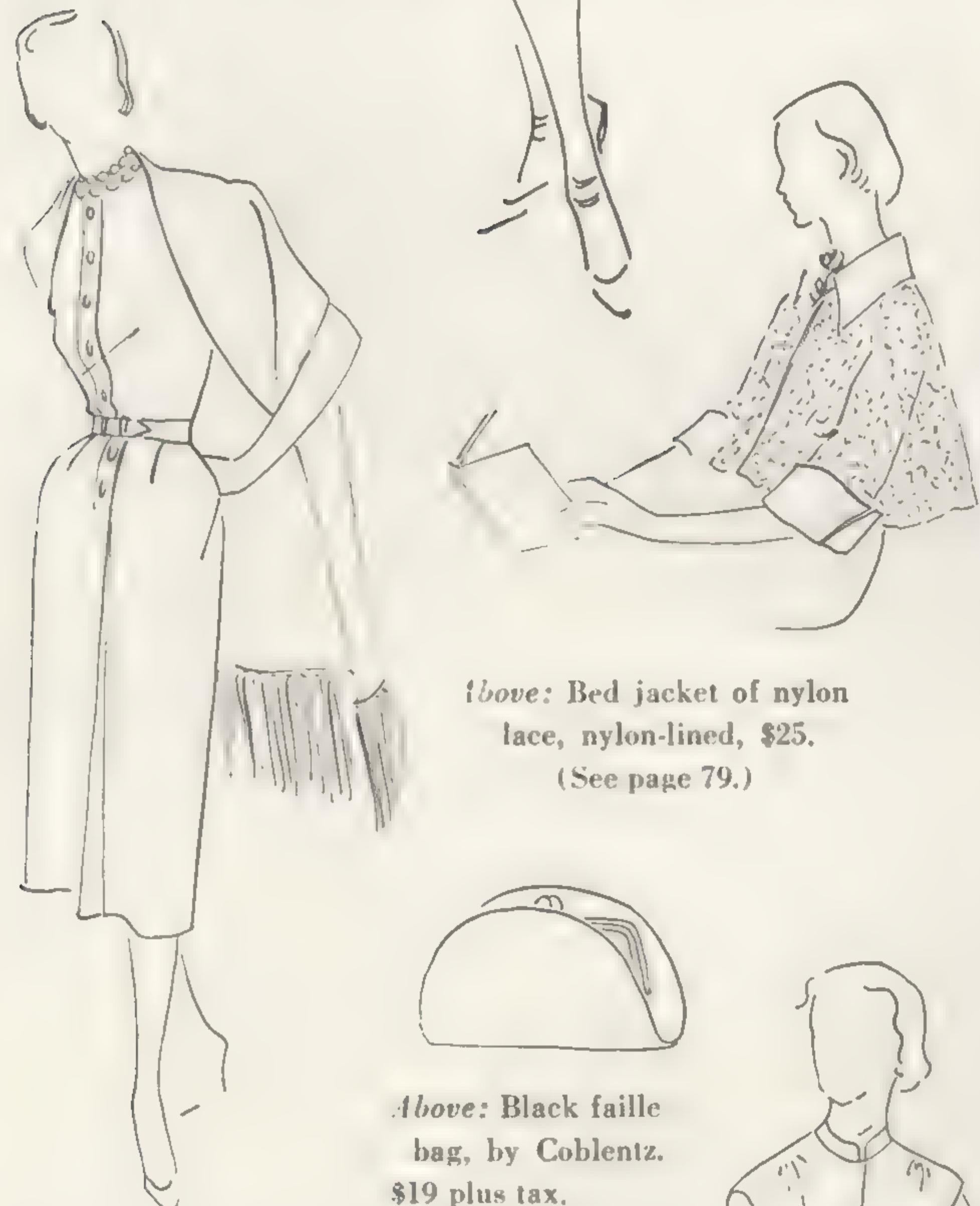
Below: Silk Shantung ascot by Echo, \$3.



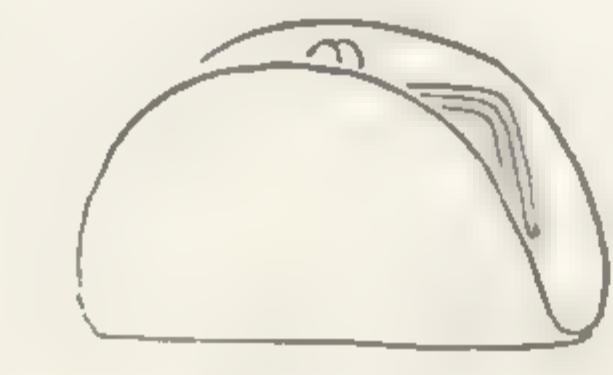
Right: Silk organie dinner dress, embossed in gold colour. By Larry Aldrich, \$90.



Above: Cuff bracelet, white plastic, rhinestone-set, \$5 plus tax. (See page 81.)



Above: Bed jacket of nylon lace, nylon-lined, \$25. (See page 79.)



Above: Black faille bag, by Coblenz. \$19 plus tax.

Above: In silk Shantung: cardigan dress, with kid-skin belt, \$60; Stole, \$20.

(See page 80; the flowers in the picture, Colorado carnations.)

Right: white spun rayon blouse, \$5. (See page 78.)



Dagnas

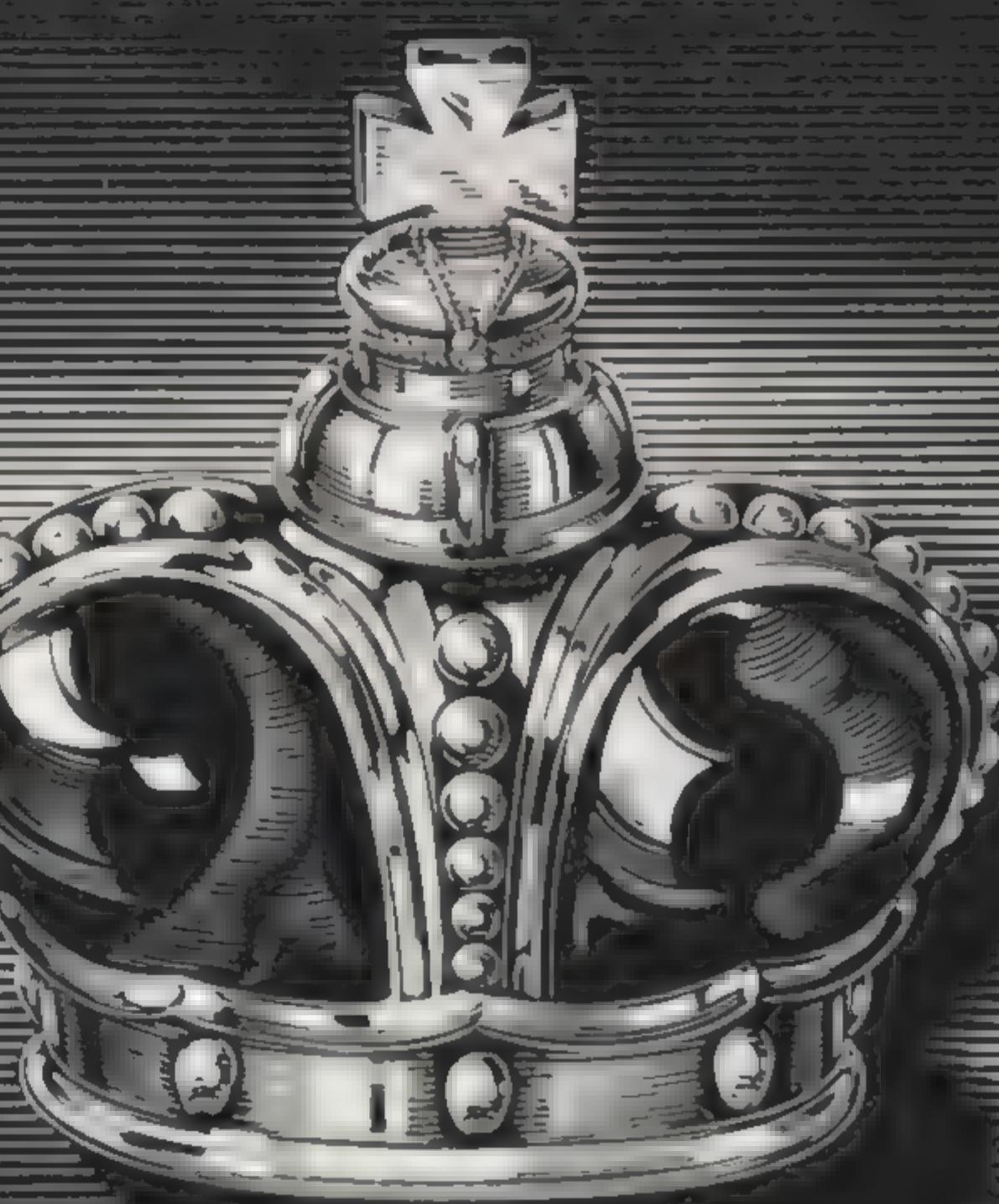


IT'S GOING ON YOUR HONEYMOON TOO,
YOU KNOW,

SO IT SHOULD BE THE FINEST.
IF IT'S
AMELIA EARHART LUGGAGE,
YOU CAN PROUDLY TAKE IT WITH YOU
ON ALL YOUR HAPPY ANNIVERSARY TRIPS
THROUGH LIFE.

A brilliant perfume imported from France

CROWN JEWEL



Paris-born, Paris-worn... Crown Jewel Perfume is an unusually beautiful, long-lasting fragrance that captivates you—and those around you. In the gold-encrusted crown bottle... \$10, \$13.50, \$25. Also in purse dispenser.

Prince Matchabelli

Exquisite Form
BRASSIERES

Hi-low Witchery

The exciting difference is
this simple small wire
PAT.

EXQUISITE FORM BRASSIERE, INC. New York 16 • Los Angeles 14 • Toronto

CHANGE OF ADDRESS

Four weeks are required to effect a change of address. To insure uninterrupted delivery of copies, kindly advise us sufficiently in advance of moving. Such notification should be made by letter or post office form #22-S, giving the old address as well as the new, with the postal zone number, if any.

Also, please notify your local post office on postal form #22 of your change of address. Both forms are obtainable at any post office. Correspondence should be directed to The Condé Nast Publications Inc., Greenwich, Conn.

OCCASIONETTE

for summertime

DAISIES DO TELL

of how to add a cool note to your summer finery. Hand printed on lovely pastels. Large size sheet linen, hand rolled. About \$1.00 at leading stores.

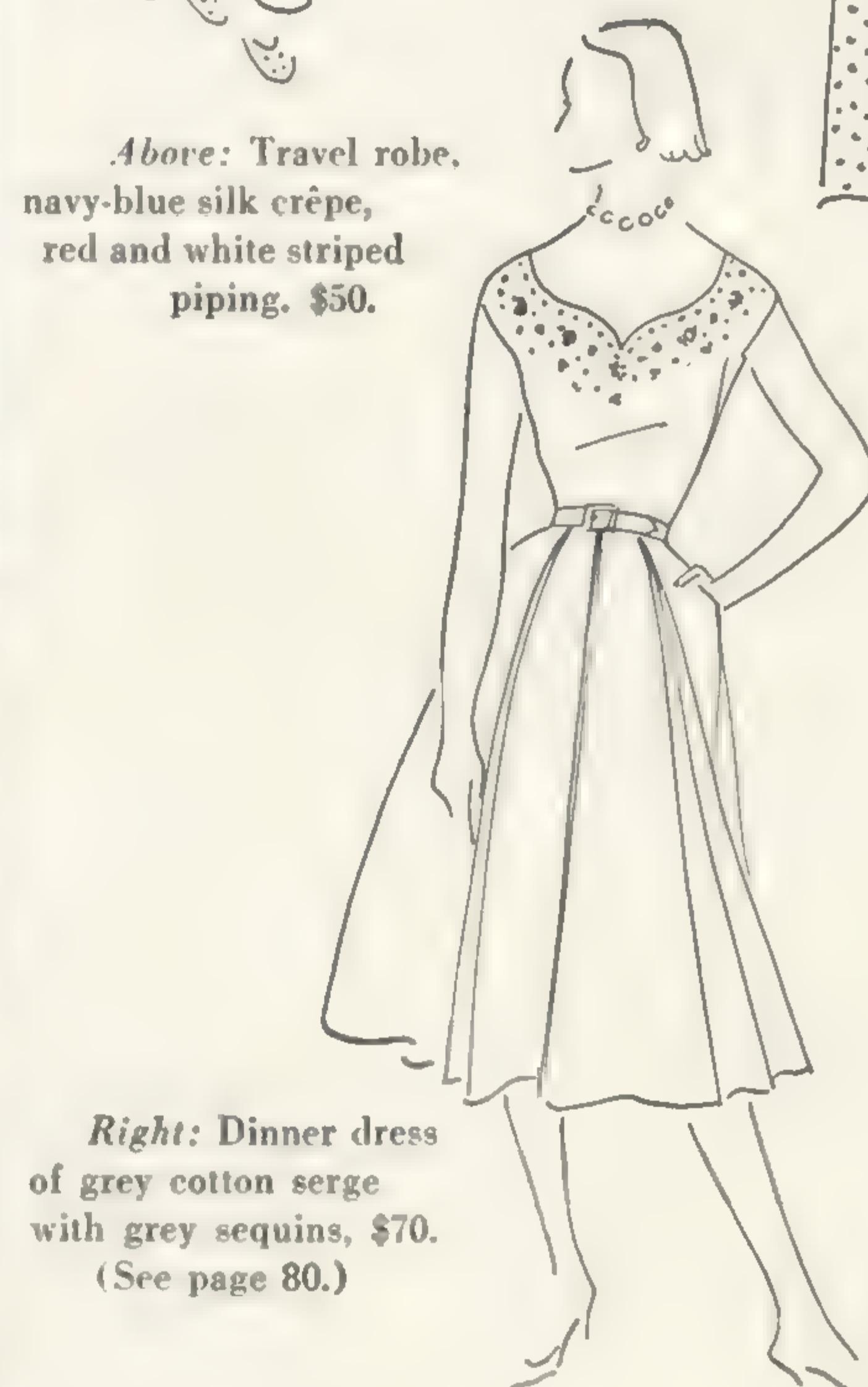
HERRMANN Handkerchief Co.
1 West 37th St., N. Y. C.

WARDROBE FOR A WEEK END ON THE TRAIN

continued



Right: Full-length view of silk surah blouse (\$13), skirt (\$20), and linen jacket (\$23), shown in color on page 81.



Above: Travel robe, navy-blue silk crêpe, red and white striped piping. \$50.



Right: Dinner dress of grey cotton serge with grey sequins, \$70. (See page 80.)



Right: Dress of black silk chiffon; bib, collar and cuffs of white linen. With silk taffeta petticoat, patent leather belt, \$90. (See page 82.)

Left: Jacket of "Starlight" Great Lakes ranch mink. (See page 82.)

Dagnas

All, at Bonwit Teller.

HORMONE-BEAUTY STORY

(Continued from page 59)

estrogenic hormone cream: for face, hands, scalp.

Since estrogens are still manufactured at a great rate in the young woman, estrogenic creams are usually unnecessary for anyone under thirty, and are normally useful after thirty-five. And if they are used in the thirties, before the skin has started to age, their job is easier; to preserve, rather than to correct. These creams should be used once a day, to maintain their effectiveness, and only in the amount specified on the label. Usually, it takes about a month to notice the first results, and the maximum benefits are reached in about six weeks. If

you have any serious skin trouble, it would be wise to consult your physician before using a hormone cream.

When you look for results from a hormone cream, remember this: they claim only to bring a more youthful look to your complexion. They can not make you young all over. They can not counteract the aged appearance of: a figure-let-go; a matronly attitude about dress; a coiffure that lost all meaning years ago; an expression that's settled in its rigidity; or a mind that has lost its eagerness. Unfortunately, no one has put up in labelled jars, for easy buying, solutions to those appearances of age. Yet.

WEEK END ON THE SUPER CHIEF

(Continued from page 83)

been in to wave his wand and now it was a complete bedroom. Mary's dressing gown was laid on her bed and my pyjamas on mine. Pretty soon Mary was settled down with *Kon-Tiki*, and I with *From Here to Eternity*. My light went out first, and the next thing I knew it was nine-thirty and I was ready for my morning coffee. A ring for Sam.

"Morning coffee? Of course, sir, and how about a shower and a shave?" If this was train-life—I was all for it.

Within half an hour, clean, smooth and hungry, I headed for the dining car (no Turquoise Room—this meal, I'd rough it). Mary, I left to breakfast in bed . . . and rise in regular lazy Sunday-morning style.

I saw her next in the Pleasure Dome. In the daytime, this was an even more spectacular spot in which to sit and while away an hour or two. Flat land, now, with distant horizons, miles and miles of untouched wilderness. The sun was bright, and although the glass of the dome broke its direct rays, it was still comfortably warm. We met a friend; then, just before lunch, two more. The five of

us shared the private dining room.

An afternoon of sleep, a little Canasta, a stroll at Albuquerque, and then cocktails in a neighbouring drawing room.

Scotch on the rocks is particularly delicious when sipped skimming through a cloudless evening, past little Indian villages, at a speed up in the nineties.

A knock on the door. . . . A waiter from the Turquoise Room ready to take our orders for dinner. I stretched, luxuriously. . . . Mountain trout for me; Mary—a minute steak. . . .

We rose, thanked our host for the cocktails; a stroll along to the Dome again . . . by now we had our train legs. I was getting to know some of the other passengers' faces. Sam was an old friend. The drawing room was ours, now—belonged to us, not to the Santa Fe. . . . And then, suddenly, Mary said, "What time do we get to Los Angeles?"

Los Angeles? Los Angeles? . . . three thousand miles from New York. . . . It must be another week! But, of course, it wasn't. It was next morning, at nine.

Below is a list of the shops where you will find many of the fashions chosen for a week-end train wardrobe, shown on pages 78-82. Details of the clothes are sketched opposite, and on pages 132-133.

Albuquerque, New Mex.	Tomlinson's	Younker's of Iowa
Ames, Iowa	Younker's of Iowa	
Austin, Tex.	Chenard's	
Beckley, West Va.	Rahall's	
Beverly Hills, Calif.	I. Magnin & Co.	
Boston, Mass.	Bonwit Teller	
Buffalo, N. Y.	L. L. Berger, Inc.	
Carbondale, Ill.	McGinnis Store	
Chariton, Iowa	Elite Dress Shoppe	
Chicago, Ill.	Bonwit Teller	
Cleveland, Ohio	Sterling-Lindner-Davis	
Des Moines, Iowa	Younker's of Iowa	
Detroit, Mich.	Himelhoch's	
Fort Dodge, Iowa	Younker's of Iowa	
Fresno, Calif.	Bruckner's	
Gadsden, Ala.	Irving's Town Shop	
Grand Rapids, Mich.	Winkelman's	
Harrisburg, Pa.	Mary Sachs	
Houston, Tex.	Sakowitz Bros.	
Iowa City, Iowa	Younker's of Iowa	
Kansas City, Mo.	Harzfeld's, Inc.	
Lancaster, Pa.	Mary Sachs	
Lansing, Mich.	The Style Shop	
Los Angeles, Calif.	I. Magnin & Co.	

PICK PIPER FOR PLEASURE!



Perfection
in Champagne
since 1785

PIPER-HEIDSIECK

RENFIELD IMPORTERS LTD. • NEW YORK

OPEN AND SHUT CASE!

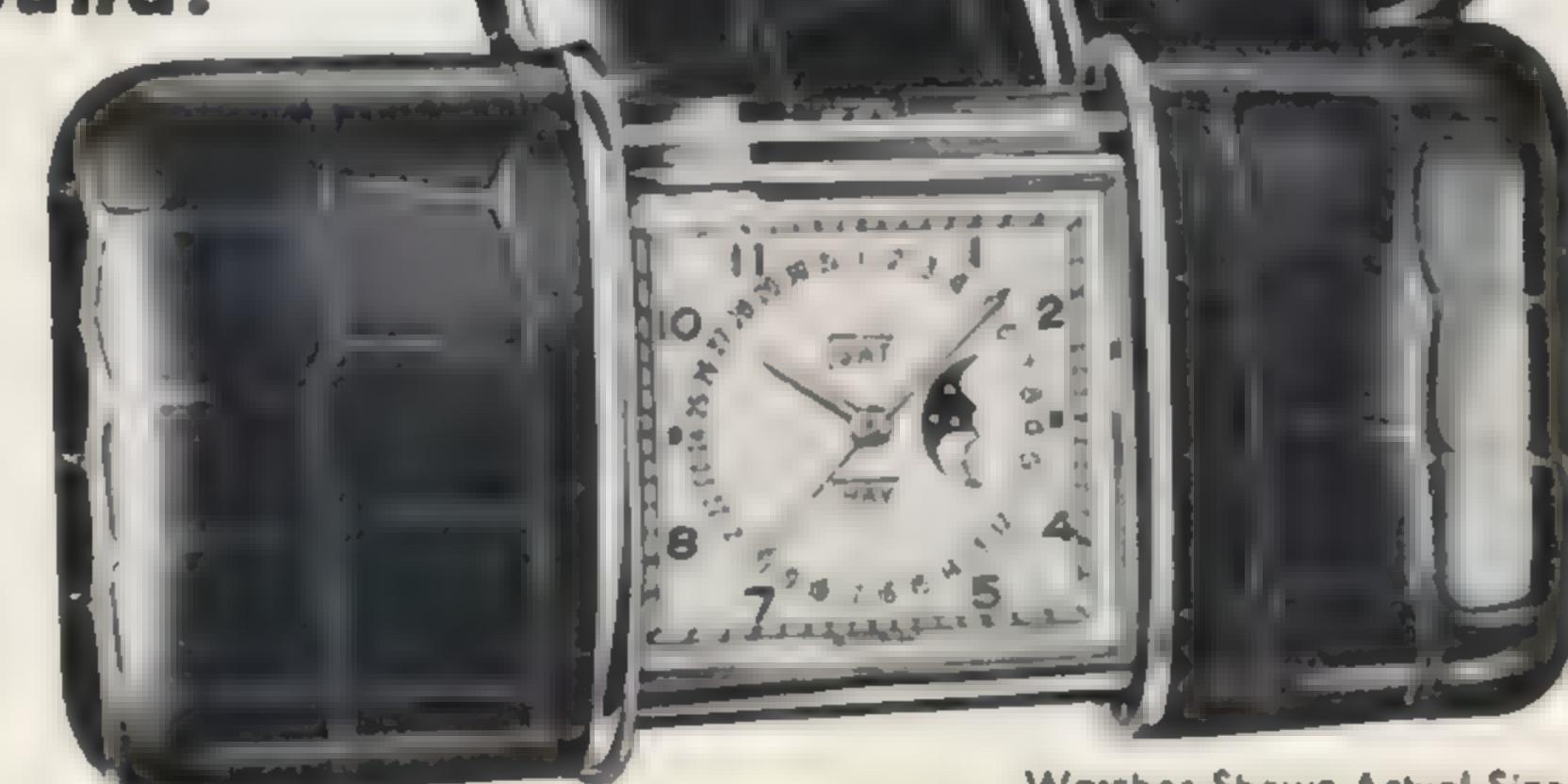


Open It—Close It
—It's Wound!

\$100.

calendermeto—
tells month, date,
day, hour, minute,
moon phases.
\$125. Fed. Tax Incl.

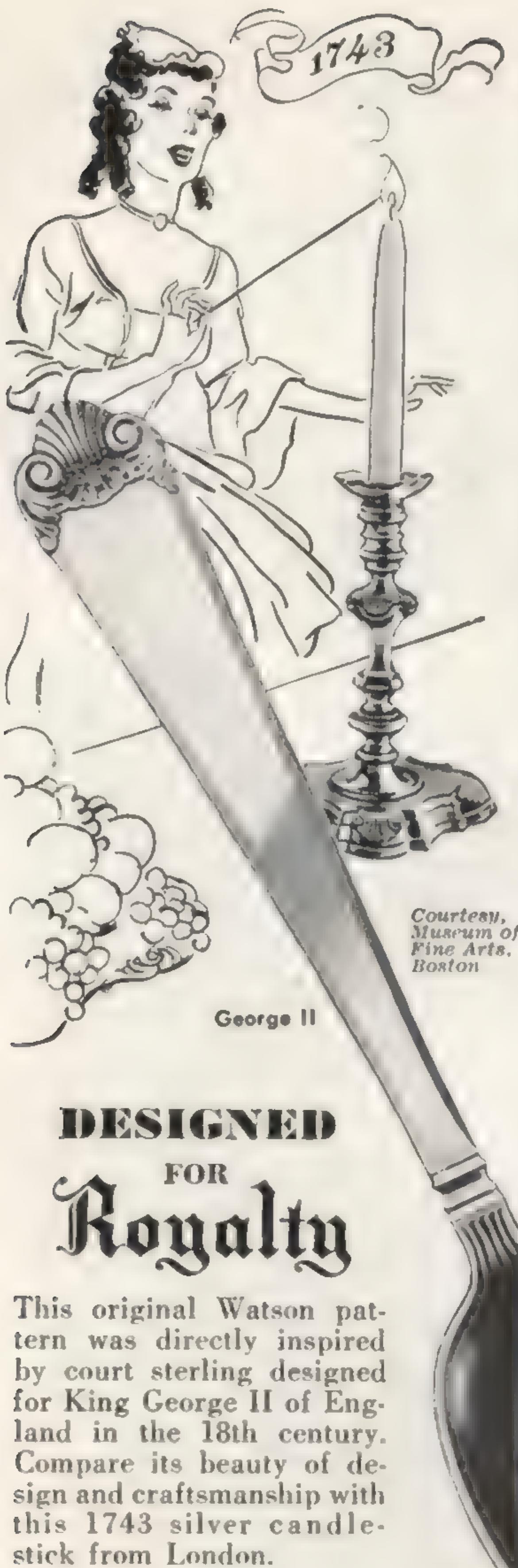
A concealed easel con-
verts Ermeto to desk or
table watch.



Watches Shown Actual Size

MOVADO

WINNERS OF 168 OBSERVATORY AWARDS . . . SOLD AND SERVICED BY LEADING JEWELERS ALL OVER THE WORLD
Copr. 1951 Movado Watch Agency, Inc., 610 Fifth Ave., N. Y. • 44 King St. W., Toronto, Can.



Courtesy,
Museum of
Fine Arts,
Boston

George II

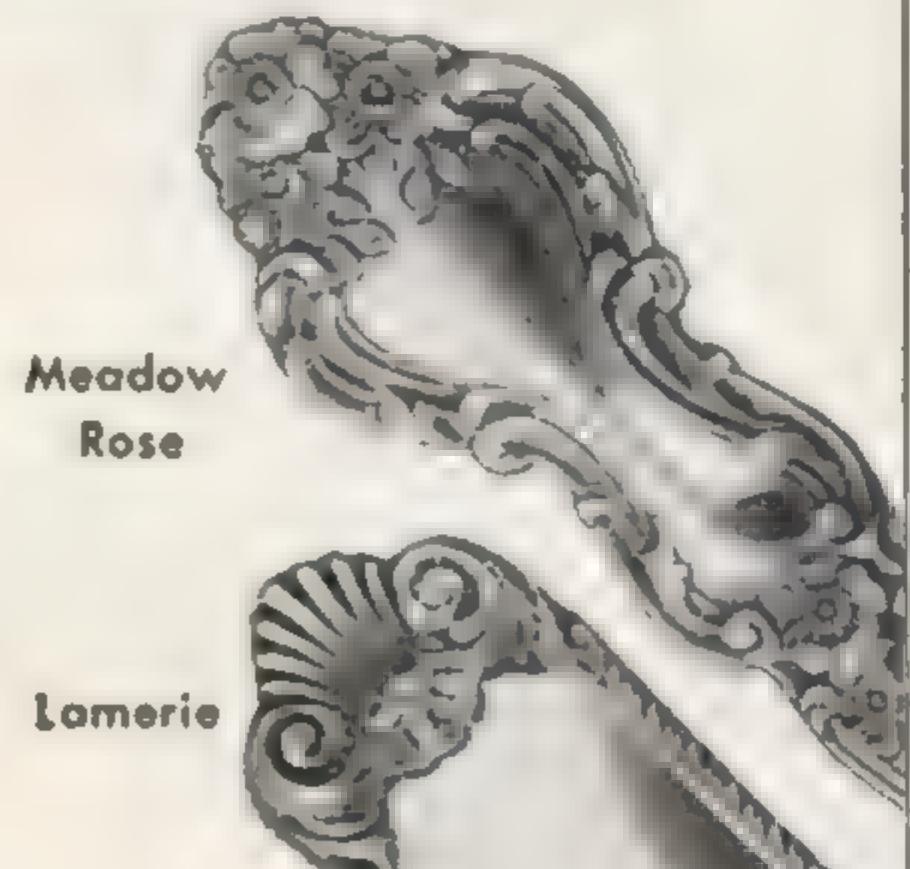
DESIGNED FOR Royalty

This original Watson pattern was directly inspired by court sterling designed for King George II of England in the 18th century. Compare its beauty of design and craftsmanship with this 1743 silver candlestick from London.

Beauty of silver

Masterpieces for you!

Like *George II*, each of the 12 Watson patterns offers you the distinction of modern sterling silver with the beauty of the world's greatest silver masterpieces. See Watson Sterling at better jewelers now, or write for folders.



The Watson Company,
12 Watson Park, Attleboro,
Mass. Master Silversmiths
for 75 Years.

Watson
STERLING



PLEASURE OF THE EYE

(Continued from page 76)

and worthless and that it was good for her to learn this by painful experience. Now, from the point of view of anyone who values the beautiful, this is false. Rosamund's wish for the jar was a credit to her. She was prepared to go barefoot in order to have her senses and imagination delighted. This, however, was not the way Maria Edgeworth looked at it. Such delight was a thing to be discouraged.

Since then, things have gone from bad to worse. I do not mean that modern parents are likely to be as cruel and deceitful as Rosamund's mother; but they would, most of them, have equally little sympathy with Rosamund's choice. The love of the beautiful is no longer accepted as a respect-worthy strain in the human make-up. If it is not suspected, it is at any rate disregarded. Compare our clothes with those of our ancestors. Women's clothes stand the comparison well enough. Women are much more boldly and healthily instinctive than men. They still dress to decorate. But male dress for the last hundred years has been openly and flatly devoid of any such intention. It is almost ashamed not to be ugly. I notice now that children's clothes are going the same way, especially boys' clothes. Visit the National Gallery, compare the brilliant colours and clustering curls that ornament the boys painted by Reynolds or Gainsborough, with the cropped heads and drab shorts that disfigure their unfortunate descendants. The change no doubt will be defended on the ground that the children of today are happier, because they are more comfortable. I do not believe a word of it. If a boy is dressed in such a way as to take his fancy—as a cowboy or a naval officer—he does not mind how cumbrous his garments may be. I am sure the boys of the eighteenth century were delighted with their cocked hats and court suits and swords.

Even in spheres where the look of the thing might seem inevitably to count, the same spirit is at work. How often do we hear an actress criticized on the ground that she has nothing to offer us but her beauty! As we have paid a considerable amount of money to look at her for two or three hours, it might have been thought that her beauty was a great asset. In ancient Greece and Elizabethan England, personal beauty was thought a divine gift that put its possessor on a par with the brilliant and the noble. Now no longer: only to be beautiful is to be thought of as a sort of flesh-and-blood version of Rosamund's purple jar; and most people take her mother's view of purple jars.

For not only is the pleasure of the eye neglected, it is thought to be rightly neglected. "Pretty" is a word of contempt; "aesthete" is a word of abuse. If you write a story about graceful people living in elegant surroundings, ten to one some serious critic will accuse you of being an escapist from reality—as if reality was rightly thought of as harsh and ugly. Even when a preoccupation with the beautiful is not actually disapproved of, it is looked on as childish. I read

an article the other day written by some prophetically-minded scientist in which, after praising women for the way he thought they had advanced mentally during the last hundred years, he went on to foretell the happy day when—the last vestiges of their inferiority having disappeared—they would be as little interested in adorning themselves as men.

Surely it is a sad change. What can be the cause of it? Puritanism has something to do with it, a suspicion of sensual pleasure as such. But it is not just Puritanism, for Puritanism should be even more opposed to a love of physical comfort; and few people disapprove of that. It is all right for a man to say he must have a comfortable chair, but it is frivolous and effeminate of him to say he must have a pretty chair. It is not explained why the pleasure of the eye must be judged a worse thing than the pleasure of the posterior. I expect it has something to do with another idol of the present age, and that is physical health. A comfortable chair is more restful, and therefore less strain on the constitution. Nobody thinks this an unworthy consideration. Health, apparently, is part of virtue; beauty is not.

Of course, the artists ought to point this out: and some of them do so gallantly. But others, shivering under the cold wind of disapproval which blows on their activities, have, poor things, succumbed to the spirit of the age. They seek to justify their activities by the standards of their enemies. One group of modern artists has tried to come to terms with the new age by maintaining that practical use and beauty are the same thing; they hold that a thing is beautiful in so far, and only in so far, as it fulfills a useful function. If this were so, a bath tap would be as beautiful as a rose. It fulfills its function admirably. But bath taps are not as beautiful as roses. A lover does not offer the lady of his heart a bouquet of bath taps. Useful things can be beautiful, but generally because the people who made them tried also deliberately to make them beautiful. A Gothic cathedral was useful as a place in which to hold a religious service. It was beautiful because it also employed every device of carven capital and jewelled window to please the eye and awake the visionary dreams of the worshipper.

But the point I want to make is that though a lot of modern artists are very gifted, you can not expect them to flourish to the full in an atmosphere like the present. For art is part of life. And if life is unesthetic, the people who live it will be unesthetic too. If people's clothes and houses and ideals are plain and practical and dreadfully ugly, they will not easily respond to work whose whole aim is to be the reverse of these things. Big things grow out of small. A love of the beautiful begins as a pleasure in the pretty.

Clearly, people ought to be more childish and more showy, more pleasure-loving, and more daydreamy. (Continued on page 137)

belt of the month

Soft
Gloveskin
in the new
seasonal
colors

\$1.50
at better
stores
everywhere

A *Schaffer* ORIGINAL!

SCHAFFER BELTS, INC.
330 Fifth Ave., N. Y. C.

WORLD'S FOREMOST MANUFACTURER
OF QUALITY BELTS FOR WOMEN

Fruit-of-the-Loom
run-proof rayon tricot
briefs



Easily laundered,
quick drying,
need no ironing.
White and pastels.
Sizes 5, 6, 7, 8.

At these and fine stores everywhere. Dept. #

Abraham & Straus, Inc., Brooklyn	913
L. Bamberger & Co., Newark	307
Bloomingdale's, New York City	921
Gimbel Bros., Philadelphia	886
The Hecht Co., Washington	549
Lansburgh & Bro., Washington	207
Penn Traffic Co., Johnstown	61F
Roland's, Springfield	C31
Sibley, Lindsay & Curr Co., Rochester	126
Stewart & Co., Inc., Baltimore	124
Whitney's, San Diego	18X
Wolf & Dessaure, Fort Wayne	210



GLENNEAGLES—Scotland's world-famous sports centre. Incomparable golf facilities.

TURNBERRY HOTEL—Near Ayr, on Scotland's west coast. Golf in a setting of country and seacoast.

WELCOMBE HOTEL—Stratford-upon-Avon. Splendid service in the heart of the Shakespeare Country.

ST. IVES—Tregenna Castle Hotel

YORK—Royal Station Hotel

INVERNESS—Station Hotel

LOCHALSH—Kyle of Lochalsh

PERTH—Station Hotel

Make your hotel reservations before you leave for Britain!

Further information and reservations from

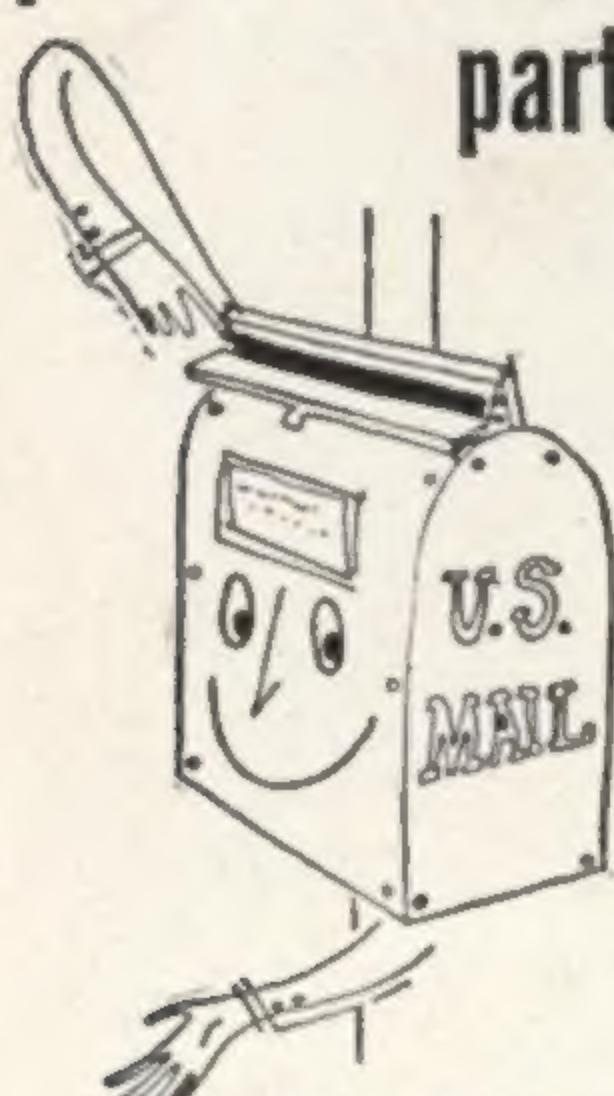
YOUR TRAVEL AGENT
or from
British Railways

NEW YORK 20, N. Y.—9 Rockefeller Pl.
CHICAGO 3, ILL.—39 So. La Salle St.
LOS ANGELES 14, CAL.—510 W. 6th St.
TORONTO, ONT.—69 Yonge Street

47 OUTSTANDING HOTELS are operated by

THE HOTELS EXECUTIVE
BRITISH TRANSPORT

**put 'er here,
partner!**



500,000 Mail boxes in the United States are your partners in the fight against cancer. A contribution addressed to "Cancer" in care of your local post office will help guard your family, yourself and your community.

Next time you see a mail box, "put 'er there, partner!"... as generously as you can.

AMERICAN CANCER SOCIETY

Here is my contribution of \$..... in support of the Cancer Crusade.

Name _____

Address _____

City _____ State _____



DISCOVERIES IN BEAUTY

1. Hollywood Wings discipline facial lines, particularly frown lines. Each little "wing" has an adhering substance that you press to the skin; leave on overnight. Saks Fifth Ave.

2. Two new summer coolers from Jean Patou. One is Parfum Cologne. Its name: Amour Amour. The other is Cocktail Dry, a friction—wonderful when travelling. Saks Fifth Ave.

3. Moonlight Mist, Gourielli's aptly named Perfume Mist that is somewhere between toilet water and perfume in strength. This light, cool fragrance at Lord & Taylor.



PLEASURE OF THE EYE

(Continued from page 136)

Conducted tours round exhibitions, the lectures, the books, and all the rest of the paraphernalia of a culture campaign tend to make people approach the task of appreciation from the wrong angle. It makes enjoying art a strenuous, conscientious, intellectual thing, nothing to do with daydreams and sensuous pleasure. For similar reasons I do not think much good is done by recommending pictures and books on the ground that they throw light on what are called "important human problems." There is a fashion among critics to urge people to visit cathedrals, in order to understand the religious feelings of people living in the Middle Ages, or to read modern poetry because it describes what people feel like in an atomic age. This last is not likely to be much inducement. People nowadays know all too well what it feels like to live in an atomic age. And anyway, as I said, poetry should be a pleasure. The atomic age is not. No, anything that ought to be done, I am sure, should be on brighter, lighter, humbler lines. If I were a dictator, I should do everything I could to encourage people's enjoyment of the pretty and the splendid and the ceremonious: I should order pageants and rituals. I should tell teachers to let children be as gaudy and fantastic as they felt inclined. I should offer them prizes for looks and clothes, the flashier the better. I should see that

every Rosamund got her purple jar. And I should not mind if it was a crude, vulgar purple. I expect the colour that Rosamund admired was. But she liked it and that was the important thing. Surely too much fuss is made about good taste, when what is lacking is any strong taste at all, any full-blooded gusto.

People must first learn to respond fully and uninhibitedly to their sense of delight. When they have done that, they may take the next step and discover how to refine and discriminate. If they begin worrying as to whether or not what they are enjoying is really good, they will become so frightened of the whole subject and so self-conscious about their reactions that they will not enjoy anything at all. Anyway, even if their taste never grows refined, it is not all that important. Good art and good taste do not always go together. By strict and genteel standards, the Elizabethans had shocking taste. They got themselves up to look like wedding cakes: their clothes and their houses and their furniture were often as crude and showy as a roundabout at a fair. But they enjoyed them as much as children enjoy a roundabout; with the result that they created round them a mental atmosphere rich and coloured and zestful enough to produce Shakespeare. Now what was good enough for Shakespeare should be good enough for us.

You'll always remember

Italy



You'll remember the Colosseum bathed in moonlight... the dream-world beauty of the Blue Grotto in Capri... the romantic past of the Bridge of Sighs in Venice.

You'll remember mountain-bordered lakes... cypress-lined roads... sleepy, red-roofed villages, centuries old.

You'll remember the splendid hotels, the Italian cuisine, the priceless little shops, the truly amazing values for your dollar.

But most of all you'll remember the genuine warmth and hospitality that only the Italians can give.

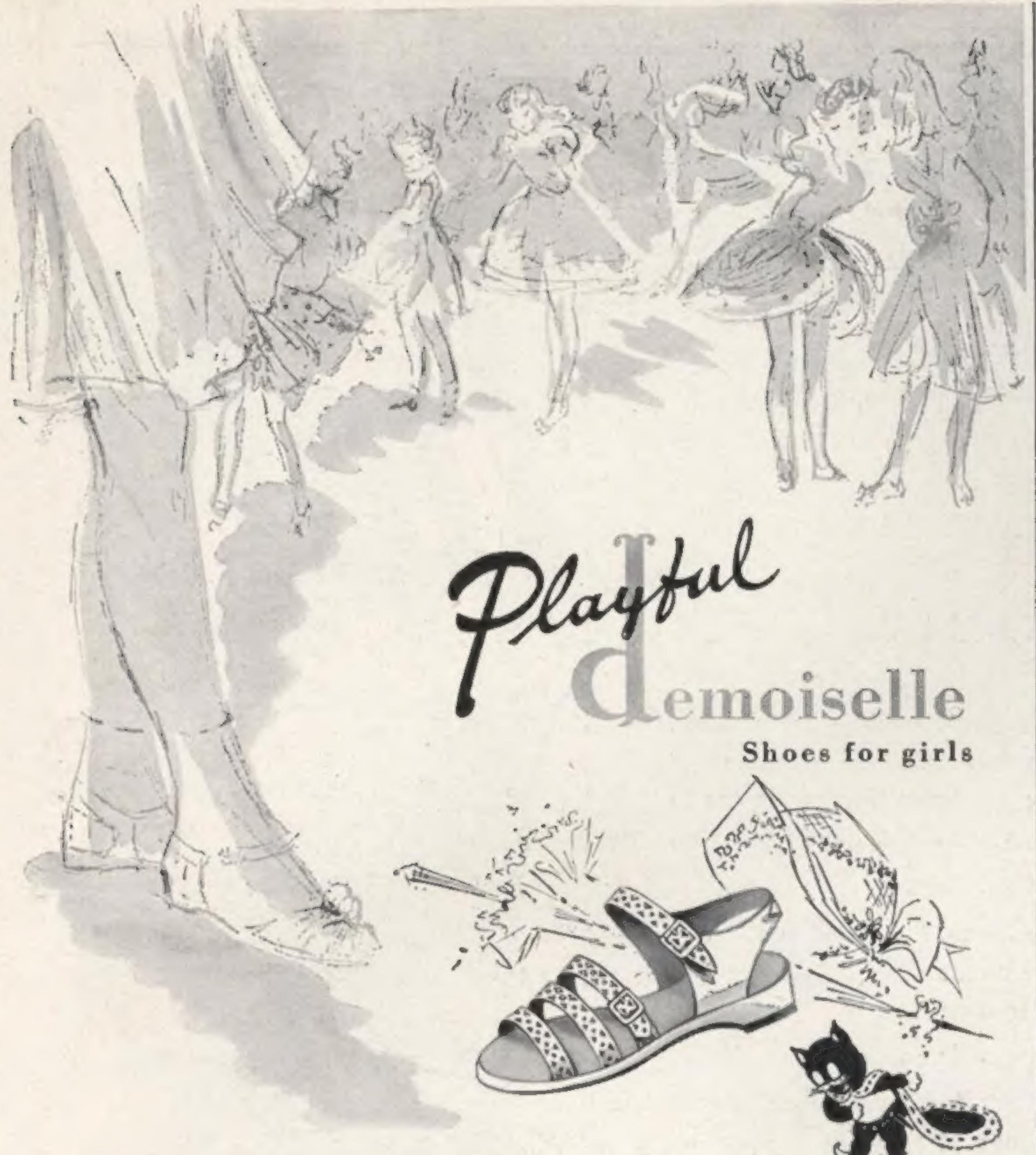
So on your trip abroad this year —whatever you do—don't miss Italy!

For full information consult your local Travel Agent or



ITALIAN STATE TOURIST OFFICE
E. N. I. T.

21 East 51st Street, New York 22, N. Y.



Playful Demoiselle

Shoes for girls



oo! la la!...your little belle is dressed fashionably
as her mamma in shoes with a french flair.

WEBER SHOE COMPANY, SAINT LOUIS

Handkerchief of the Month *



Burmel's newest Rose Bouquet...
perfect for June gifts. Hand-printed on sheerer-than-ever cotton with delicate hand-rolled hems. About 50¢ at leading stores everywhere. Look for the Burmel label.

Burmel

New York —
Reg. U. S. Pat. Off.

EYE-SHADOW SHADES

(Key to pages 102-103)

1. Bright pink blouse of silk Shantung, about \$40. Periwinkle blue tie-silk cummerbund, \$23. Both, by Clare Potter; Bergdorf Goodman. All make-up by Harriet Hubbard Ayer. The eye-shadow, "Amethyst." "Blue" mascara, "Mint Rose" Ayer-fast lipstick and cream rouge. "Ayer Pink" Luxuria face powder.

1A. Sunglasses, \$25. From Lugène. 2. Blue-grey silk Shantung dress, one-piece; short sleeves. By Clare Potter, \$80; Bergdorf Goodman. All make-up by Germaine Monteil. Eye-shadow, "Smoke Blue." "Coral Reef Day" lipstick and rouge. "Sun Glow" face powder.

2A. Sunglasses, \$15. At Clairmont-Nichols.

3. Metal-grey silk Shantung blouse with a wide-winged collar, \$45. The pink tie-silk scarf, actually a cummerbund, \$23. Both by Clare Potter; Bergdorf Goodman. All make-up by Charles of the Ritz. Eye-shadow, "Blue Lagoon." "Petunia" lipstick and rouge. The rosy face powder, blended to order.

3A. Sunglasses, by American Optical; wooden-seeming frames, actually brown butyrate plastic; concealed hinges. \$10; Jay Thorpe.

4. Naturally-pale silk Shantung blouse with notched collar, a red grosgrain tie. By Clare Potter, \$45; Bergdorf Goodman. All make-up, by Elizabeth Arden. Eye-shadow, "Striking Green" overlaid with "Chair," a sheer gold eye-shadow. "Striking" lipstick, rouge, and Illusion face powder.

4A. Smoky green lens; frames gold-plated. By Tura, \$35. Clairmont-Nichols.

5. Olive green Irish linen two-piece dress; sun-dress with its own sleeveless tunic. By Bonnie Cashin, \$75; Lord & Taylor. Bamboo cigarette holder, \$4.50; at Alfred Dunhill. All make-up by Helena Rubinstein. Eye-shadow, "Jade." "Orange Fire" Stay-Long lipstick and rouge. "Cracker-jack" face powder.

5A. Simulated bamboo frames, of plastic, \$18. By Fifth Avenue Specs; at Aitchison.

6. All make-up by Max Factor Hollywood. Eye-shadow, "Blue." Eyelash Make-Up, "Brownish-Black." Complexion, "Amber No. 1" Pan-Cake Make-Up. Lipstick, "Coral Glow."

6A. Sun goggles, \$15. Clairmont-Nichols. Coro bracelet, Saks Fifth.

^ FÊTE ^ CHAMPÊTRE

(Continued from page 109)

Oval bread basket of hand-woven straw: House of Italian Handicrafts. Big antique wooden bowl for fruits, cheeses; silver-plated old English champagne cooler; both, Alice Marks. Decanter and goblets, all in crystal, from Baccarat & Porthault.

The wine: Beaulieu Cabernet Sauvignon; Domaines Dopff Vin Gris. Planting by Victoria Tree.

Among the stores carrying Wembley's "Checkered Elegance" neckwear are the following:

ARIZONA

PHOENIX Korrick's, Diamond's, TUCSON Levy's, Albert Steinfeld & Co.

CALIFORNIA

BERKELEY J. F. Hink & Son, FRESNO Cooper's, E. Gottschalk Co.

LOS ANGELES Broadway Dept. Store, Broadway Crenshaw, Broadway Hollywood, The May Co., Silverwood's

OAKLAND The H. C. Capwell Co.

PASADENA Broadway

SACRAMENTO Weinstein, Lubin & Co.

SAN BERNARDINO The Harris Co.

SAN DIEGO The Marston Co.

SAN FRANCISCO City of Paris D. G. Co., The Emporium, Roos Bros., The White House

SAN JOSE Blum's, L. Hart & Son

STOCKTON Smith & Lang, The Wards

COLORADO

COLORADO SPRINGS Daniels & Fisher Stores Co., Kaufman's DENVER Daniels & Fisher Stores, The May Company, Denver D. G. Co.

PUEBLO Crews-Beggs Dry Goods, Day-Jones Company

CONNECTICUT

BRIDGEPORT The D. M. Read Co.

HARTFORD Brown-Thomson, A. Steiger

NEW HAVEN Edward Malley Co.

WATERBURY Howland-Hughes Co.

DELAWARE

WILMINGTON Crosby & Hill

DISTRICT OF COLUMBIA

The Hecht Company, Langburgh's, Raleigh Haberdasher, Woodward & Lothrop

FLORIDA

DAYTONA BEACH Yowell-Drew, Ivey Co.

JACKSONVILLE Cohen Bros., Purchgott's, Levy's

MIAMI Burdine's, Richard's

ORLANDO Yowell-Drew-Ivey

ST. PETERSBURG Maas Brothers, Rutland Brothers

TAMPA O. Falk's Dept. Store, Maas Brothers

GEORGIA

ATLANTA Davison's, Rich's Inc.

AUGUSTA Davison's

COLUMBUS Davison-Paxon Co., J. A. Kirven

MACON Burden, Smith & Co., Davison-Paxon Co.

SAVANNAH Levy's of Savannah

IDAHO

BOISE Falk Mercantile, The Mode

ILLINOIS

CHICAGO The Fair Decatur Semmel's

ELGIN Joseph Spiess

PEORIA P. A. Bergner, Klein's

SPRINGFIELD The John Bressmer Co., Myers Bros.

INDIANA

EVANSVILLE Leo Schear, Schultz's

INDIANAPOLIS L. S. Ayres & Co., The Wm. H. Block Co., Lafayette Loeb's, H. F. Wasson's Co.

MUNCIE Ball Stores

TERRE HAUTE Root Dry Goods

IOWA

DAVENPORT M. L. Parker Co.

DES MOINES Younker Bros. Co.

IOWA CITY Alden's, Strub-Warren, Younker Bros. Co.

SIOUX CITY Younker's-Davidson, T. S. Martin Co.

KANSAS

TOPEKA Crosby Bros., Peletier's

WICHITA Allen W. Hinkle Co., George Innes Co.

KENTUCKY

LEXINGTON Wolf Wile Co.

LOUISVILLE Kaufman-Straus, The Stewart Dry Goods Co.

Louisiana

BATON ROUGE The Dalton Co., Goudchaux's

NEW ORLEANS Godchaux's, D. Holmes Co., Maison Blanche Co., Mayer Israel's

SHREVEPORT Hearne Dry Goods Co., Rubenstein Bros.

MAINE

PORTLAND Porteous, Mitchell & Braun Co.

MARYLAND

BALTIMORE Hochschild, Kohn & Co., The Hub, The May Co., O'Neill & Co.

Massachusetts

BOSTON Wm. Filene's Sons Co., Jordan Marsh Co.

FAIRFIELD R. A. McWhirr Co.

NEW BEDFORD New Bedford Dry Goods

NORTHAMPTON McCallum's

PITTSFIELD England Brothers

SPRINGFIELD Forbes & Wallace

MICHIGAN

BATTLE CREEK L. W. Robinson

DETROIT The J. L. Hudson Co.

GRAND RAPIDS Herpolzheimer Co., The Wurzburg Co.

JACKSON L. H. Field Co.

KALAMAZOO Gilmore Bros.

LANSING J. W. Knapp Co.

MUSKEGON Hardy-Herpolzheimer

PONTIAC Waite's

MINNESOTA

MINNEAPOLIS The Dayton Co., L. S. Donaldson Co., Powers D. G. Co.

ST. CLOUD Herberger's

ST. PAUL Emporium, Golden Rule, Schuneman's

MISSISSIPPI

JACKSON The Emporium, R. E. Kennington Co.

MISSOURI

KANSAS CITY Peck's of Kansas City, Macy's of Kansas City

SPRINGFIELD Heer's

ST. JOSEPH Hirsch Bros. D. G. Co.

ST. LOUIS Stix, Baer & Fuller

MONTANA

BILLINGS Hart-Albin Co.

NEBRASKA

LINCOLN Gold & Co., Magee's

MILLER & PAINE

OMAHA J. L. Brandeis & Sons, Thomas Kilpatrick & Co., Herzberg's

NEVADA

RENO Gray, Reid, Wright

NEW JERSEY

ATLANTIC CITY M. E. Blatt Co.

ELIZABETH Levy Bros.

NEWARK L. Bamberger & Co., Hahn & Company

PASSAIC J. Abbott & Son

TRENTON Quackenbush Co.

NEW MEXICO

ALBUQUERQUE Hinkels, Kistler-Collister

NEW YORK

ALBANY John G. Myers Co.

BROOKLYN Abraham-Straus, Frederick Loeser, Martin's

BUFFALO Adam, Meldrum & Anderson

ELMIRA S. F. Izard Co., Sheehan, Dean & Co.

NEW YORK B. Altman & Co., Saks 34th St.

SYRACUSE Dey Bros. & Co., E. W. Edwards

North Carolina

ASHEVILLE Bon Marche, Ivey's

CHARLOTTE Belk Bros., J. B. Ivey & Co.

DURHAM R. L. Baldwin Co., Ellis Stone & Co.

GREENSBORO Ellis Stone & Co., Meyer's Dept. Store

RALEIGH Boylan-Pearce, Ivey-Taylor Co.

WINSTON-SALEM Anchor Co.

OHIO

AKRON The M. O'Neill Co., The A. Polksky Co.



FASHION ACADEMY AWARD 1951

"...for originality in design and inspired fashion styling."

Wembley Checkered Elegance

SUMMER'S NEWEST FASHION



\$2

Each beautiful pattern
in six different
color combinations.



FATHER'S DAY
June 17



REG. U. S. PAT. OFF. — COPYRIGHT 1951 WEMBLEY, INC.

Wembley Ties are approved for fashion by Men's Fashion Guild • For name of store nearest you, write Wembley, Inc., Empire State Building, New York

Announcing Heirloom Sterling's new Stanton Hall



Stately, lavish, this new Heirloom Sterling pattern has a timeless charm. Notice the clarity of detail and depth of modeling which distinguish this graceful pattern above all others. Solid silver all the way through, Stanton Hall* will give lifetimes of prideful pleasure.



Heirloom Sterling

STANTON
HALL